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PROMOTION

July 2008

The Chamber of Commerce of Hawaii

Employees Are A Company's Most Valuable Asset

Knowing what to do with regards to hiring, motivating, directing, and reprimanding is information every business owner should know.



Don't miss the 2008
Hawaii Employment Law Seminar

VOICE OF BUSINESS



Employees Are a Company's Most Valuable Asset

Jim Tollefson, President & CEO
The Chamber of Commerce of Hawaii

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If employees are content in their job, understand their goals and are recognized for their successes, they are more likely not only to be loyal employees, but continually increase their productivity and participate in bettering the company as whole.”

The most important aspect of a successful company is the team that is supporting it. Employees are the source of your business's knowledge and ability to fulfill your mission and goals. Sustaining employee morale and fostering a job environment in which employees are comfortable is important to the continued success of a business and management is the key.

Managing employees is a critical component of running a business. Knowing what to do with regards to hiring, motivating, directing, and reprimanding is information every business owner and manager should know.

Dealing with employee issues and creating an environment and culture that is productive, safe and healthy is critical to the growth of a business. Since there is a shortage of talent with the necessary skills and knowledge to meet business demands, your workplace environment is an important part of an employee's choice to either become an employee or continue as a part of your team.

Additionally, keeping your talent is one of your main responsibilities as a manager. Losing people doesn't have to be inevitable even for positions that traditionally have large turnover.

Although each person has different needs within the work environment, there are some basic needs that relate to everyone: your new employee, those who have been around a few years and the seasoned employee. These basic needs are:

- Respectful work environment
- Tools to do their job
- Strong manager who creates high standards and gives clear directions
- Fair compensation
- Opportunities for learning and performing
- Recognition

When implemented and followed, all these points can create strong working relationships between employees and managers. Additionally, it creates a corporate culture that fosters professionalism as well as personal growth and employee happiness.

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As managers and owners it is to our benefit to invest in our people and build the strongest team that we can by attracting the most qualified, retaining our most talented and providing the best work environment possible.

tips for attracting talent*

- 1) Find out what the going rate is for the position and at least match it.
- 2) Offer an employee benefit program.
- 3) Make lifestyle part of your employee recruitment offer.
- 4) Emphasize the benefits your small business offers.
- 5) Be creative with perks.
- 6) Offer employees some way to move upwards
- 7) Create an employee incentive program.
- 8) Institute a profit sharing program.
- 9) Broaden the scope of your advertising to increase your employee search



tips for retaining talent*

- 1) Keep things in perspective. Even the most important project "isn't life and death."
- 2) Create a comfortable, inspirational environment and watch the ideas flow.
- 3) Encourage and support everyone's ideas.
- 4) Host regular social events that promote unity.
- 5) Show employees that you respect that they have a life.
- 6) Subsidizing professional advancement courses builds a loyal employee and a stronger firm.
- 7) Create an environment where people laugh frequently.



*(From Small Business Can)



Staying Abreast of Employment Law Changes

Ignorance isn't always bliss. When it comes to the law, it's no excuse either. In the case of employment law, ignorance can prove surprisingly expensive. Staying abreast of employment law changes is not only important to your bottom line but to the health and safety of your employees and workplace.

Because laws are continuously changing, The Chamber of Commerce of Hawaii and Torkildson, Katz, Moore & Harris are once again partnering to provide a "what-you-need-to-know" seminar on employment law for Hawaii's business community.

Join us at the 2008 Hawaii Employment Law Seminar.

14 PRESENTATIONS ON CURRENT EMPLOYMENT LAW ISSUES*

- Harassment and Discrimination: Lessons to Learn from Latest Caselaw
- FMLA and ADA: Taming the Two-Headed Beast in the Real World
- Employee Handbooks: Making Every Word Count in Your Next Update
- Union Activism: Prevention Strategies That Work
- Wage and Hour: Common Misconceptions and Compliance Errors
- Workplace Violence: Dealing with Angry Employees
- Protections from Whistleblowers: Impact of the Olipares Verdict
- Managing People in a Changing Economy: Closures, Layoffs and Severance Pay
- Lost in MySpace: The Internet, Blogging and Other Workplace Privacy Issues
- Countdown to Change: Impact of Immigration Reform in the Workplace

NEW! Retail Industry Forum: Independent Contractors, Non-Compete Agreements, ADA Accessibility, Multi-Unit Operation Issues, and More

NEW! Non-Profit, Schools and Government Forum: Employment Agreements, Privacy and Drug Testing, Investigation Do's and Don'ts, and More

NEW! Hospitality and Service Industry Forum: Managing Employee Complaints, Language and Grooming Standards, Tips Pooling, and More

Employment Law Roundtable Discussions

* Topics subject to change

The 2008 Hawaii Employment Law Seminar

Hawaii's PREMIER employment law seminar for over 12 years!

Wednesday, August 7, 2008
8:00 am – 5:00 pm
5:00pm – 6:30pm reception
7:15 am registration
Hilton Hawaiian Village, Coral Ballrooms

COST:
\$295 early*/ \$335 regular registration for Chamber and SHRM members

\$335 early*/ \$375 regular registration for all others

Exhibit Tables Available!
(Call 545-4300 ext. 317)

Register online at www.cochawaii.org or call 545-4300 ext. 317

*Early registration paid by July 25, 2008

All paid registrants receive a copy of the 2008-09 Chamber Desk Manual and 1 year access to:

www.chamberdeskmanual.com

Featuring the newly-revised 2008-09 CHAMBER DESK MANUAL: LABOR AND EMPLOYMENT LAW FOR HAWAII EMPLOYERS®

