

Build Your HR Strategy

- Once you have identified key people, you can effectively develop and implement an HR strategy to ensure that you have the right people with the right skills doing the right things in those jobs that are important to the successful execution of the business strategy.

Remember that studies of HR strategy suggest that there are some best practices, including:

- Recruiting large pools of applicants that enable you to be more selective.
- Using valid selection tests to assess the skills of the applicants.
- Performing regular appraisals to distinguish levels of performance.
- Giving regular formal and informal feedback.
- Providing substantial training to upgrade or maintain skill levels.
- Offering competitive pay packages.
- Tying monetary incentives (merit increases, bonuses, etc.) to high performance.
- Providing information on the company's performance, competitor and industry.
- Allowing employees to participate in decisions.

A company can motivate its employees through:

- Performance-based opportunities.
- Leadership.
- Hiring diverse and talented people.
- Flexibility.
- A values-based climate.

12. **Encourage individuality.** Everyone is different. Encouraging individual personalities to shine through will not only help create a diverse and dynamic culture, it will also foster an open and accepting work environment. We have a lot of characters here at JBC – the more the merrier.
13. **Be a leader worth following.** This point falls in my lap alone. If my employees don't perceive me as a worthy leader, how can I expect them to believe in our mission and help to achieve it?
14. **Set an example.** Or two or three. I can't expect my employees to do anything that I wouldn't do. I always ask myself if the expectations that I set for my employees are comparable to the expectations that I would set for myself.
15. **Make things interesting.** Shaking things up every now and then is a good way to break up the day-to-day routine of the work schedule.
16. **Encourage learning new skills.** Times are changing. Ensuring that every willing employee has the opportunity to learn a new skill or brush up on an old skill will benefit everyone involved.
17. **Foster creativity.** A creative environment is a thriving one. Encourage creativity and watch your business flourish as thinking outside of the box becomes the norm.
18. **Give credit where credit is due.** Although employees come to work to complete their appointed tasks, it's still an accomplishment if they do it well. Recognize their hard work by shouting them out to the entire company.
19. **Create a career path.** Having an idea of what lies ahead is the ultimate motivation. Employees who have a path set before them that may lead to promotion can work towards a goal. This will lead to increased commitment to their current employer.
20. **Start a tradition.** Our annual Thanksgiving potluck is so greatly anticipated that some employees hold off on vacation to participate and attend the event with their work family. Every holiday season, we host a toy drive for a school in the Bronx. Employees from across the U.S. fly in to partake. Start a tradition and keep it going.
21. **Get personal.** This one is tricky because there is a fine line that cannot be crossed. However, showing concern and interest in the lives of each employee goes a long way.
22. **Keep an open mind.** I'm always open to new ideas and new methods. Anything new is worth exploration and consideration.
23. **Encourage laughter.** Laughter is contagious, so help spread the joy.
24. **Embrace change.** Fighting change is harder than embracing change. I have practiced this more recently in regards to social media and living in the digital age. I also encourage my employees to do the same.