

# How to Streamline HR at Your Fast-Growing Business







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## Why is streamlining HR important?

Here at Launchways, we believe your business' two most important resources are your people and your cash. Investing in your HR function allows you to create and manage a workforce that will help you hit your growth goals. Some of the key ways HR drives forward your company's growth include:

### **Talent Acquisition**

The HR function is directly responsible for recruiting and hiring talent. A great team can be your biggest competitive advantage, so making sure you're hiring right is critical to the long-term success of your company.

### **Training and Development**

The HR function is responsible for properly incentivizing employees so their performance is directly aligned with long-term company goals. The HR function also ensures management is managing effectively and that key team members are being trained on leadership skills.

### **Employee Engagement and Retention Planning**

The HR function is responsible for creating an engaging work environment. An engaged workforce is more productive. Proactively managing employee retention can help your company reduce turnover, which saves you money in the long-term.

### **Compliance**

The HR function is responsible for putting in place and maintaining systems which will keep your employees safe at work. The HR function also handles all compliance-related issues, ensuring that your organization is not violating any state or federal laws which could result in legal liabilities.

Ultimately, building, developing, and retaining a high-performing workforce is key to your company's ability to grow. Without a high-functioning HR process, your organization will fall flat in the key areas outlined above.





## Why is streamlining HR important? (continued)

You understand that HR is important, but the real question is: why should you invest in streamlining your HR function? Having poor HR processes puts your organization at risk for compliance issues and a low-performing team. On the flip side, a streamlined HR function will protect your business from compliance liabilities and will develop your employees into high-performers that can help you reach your growth targets.

Organizations with an unconsolidated, low-performing HR function suffer from: inefficiencies, disorganization, compliance issues, confused employees, difficulty attracting top talent, low-performing employees, high turnover rates, and low workplace satisfaction.

Organizations with a centralized, high-performing HR function enjoy: smooth processes, no compliance issues, hiring top talent, high-performing employees, low employee turnover, high workplace satisfaction, and overall happy employees.







## The Components of the HR Function

Now that you understand how important it is to streamline your HR operations, the first step is to gain a clear understanding of the various components that make up the HR function.

### **Organizational Development**

The HR function is responsible for creating an effective organizational structure that promotes organization health and allows for strategic goal achievement. Organizational development includes creating effective hierarchical structures that promote a productive work environment. This also entails proactively managing and communicating change across the organization. Additionally, this includes creating readiness plans for mergers or IPOs.

### **Compensation and Benefits**

The HR function creates, implements, and maintains a compensation strategy. An effective compensation strategy will help your organization hire top talent and incentivize your employees to be high-performers. The HR function also administers the payroll function. Additionally, HR is responsible for building an attractive, cost-effective employee benefits program. After program creation, the HR function is responsible for administering and maintaining the benefits program.

### **Talent Acquisition and Retention Planning**

HR is responsible for all activities that drive forward your hiring efforts. This includes creating a strategy around workforce planning. This also entails attracting top talent to your applicant pool. The HR function aims to establish the organization as an employer of choice so you can consistently attract

quality talent. The retention component involves creating a positive work environment and attractive training and development programs in order to increase employee engagement and reduce turnover.

### **Employee Relations**

The HR function is responsible for handling issues between employees and issues between employees and their managers. The HR function ensures all these matters are handled within the scope of compliance law, protecting the company from any potential liability.

### **Compliance**

The HR function is responsible for understanding all state and general compliance regulations and ensuring your organization is not violating them. Government regulations are constantly changing; it is the responsibility of the HR function to stay abreast of these changes and ensure the company consistently meets all compliance requirements. Furthermore, the HR function is responsible for creating safety programs which ensure employee well-being and protect your organization from potential liabilities.

### **Training and Development**

The HR function is responsible for designing all necessary employee training initiatives. The HR function also builds strategic initiatives to develop employees into high-performing workplace leaders.





## How to Evaluate Your Current HR Operations

It's important to start by thoughtfully evaluating the current state of your HR function so you can identify key areas of opportunity to improve and automate.

Now that you understand the different components that make up the HR function, you can begin the process of evaluating the state of your HR operations. Our recommended process involves three steps including auditing your existing processes, rating the effectiveness of your current processes, and then using this information to pinpoint areas for improvement.

### **Audit existing processes.**

Take an inventory of all your current HR processes. This would include activities around payroll, compliance, benefits, workforce management, hiring, employee training and development, and employee engagement. During the audit phase it's also important to note key HR function areas you do not have a process in place for, but should.

### **Rate effectiveness of current processes.**

For each of the processes you identified during the audit phase, rate your team's performance of this function on a scale of 1-10 (with "10" being perfect execution with no flaws and "1" being several critical issues and/or no defined process in place at all).

### **Pinpoint areas for improvement.**

After completing the rating process, survey your benchmarks and identify areas for improvement. Areas you've rated a "5" or less should be considered critical areas for improvement. These defunct and/or missing processes should be addressed immediately in order to protect your organization from potential compliance and regulation issues.





# Aligning Your Company Objectives and HR Goals

It's critical that the goals of your HR function are aligned with your overall business objectives.

For example, an organizational target might be to increase annual revenue by a certain percent. However, your company won't reach this milestone if your sales team's compensation plans don't include the right incentive programs. Another example would be if your organization fails to maintain a proactive process around compliance. The financial strain from a lawsuit due to employer law negligence could prevent your organization from meeting key growth objectives.

Remember, your organization's two most valuable resources are your people and your cash. If one of these areas isn't working right, the other won't either.

Some examples of HR goal areas:

## **Employee engagement**

Employee engagement occurs when employees are consistently satisfied with their jobs and motivated to achieve. Engaged employees become top performers and generate maximum revenue for your business. Employee engagement can be measured through engagement surveys and turnover rates.

## **Compliance targets**

compliance targets might include reducing or eliminating compliance infringements. This can be accomplished by establishing and maintaining effective processes to manage and audit employee files.

## **Employer of choice**

Becoming an employer of choice can be accomplished by developing the company's employer brand. This might be accomplished through developing competitive total compensation packages, diversifying benefits offered, implementing employee engagement initiatives, and more.

## **Retention planning**

Increasing employee retention (a.k.a. reducing employee turnover) is a critically important HR goal. Employee turnover is incredibly costly for organizations. Not to mention, if key employees leave your workforce this can inhibit your ability to accomplish company-wide objectives.

To align your HR and overall company goals, start by reviewing your annual, mid-term, and long-term goals for your company. For each of these goals, consider what actions on the people side of things must occur for you to meet this objective. Also consider potential people-related pitfalls which





## Aligning Your Company Objectives and HR Goals (continued)

could percent you from hitting these goals. Here is an example:

### Company Goal

Grow annual recurring revenue by 100% in 2019.

### Key Objectives

Hire top-notch VP of Sales.

Hire an additional sales development representative.

### Potential Pitfalls

Sales team under-performs.

One of our key sales team members quits.

Can't attract and hire a high-performing VP of Sales.

### HR Goals

Create an effective sales incentive program.

Implement employee engagement efforts to increase job satisfaction and reduce turnover.

Develop and execute a strategy to bolster career brand and attract highly-qualified talent.







## Leveraging Technology to Streamline HR

The first step to effectively leveraging technology is understanding the benefits of using technology to streamline HR operations:

### **Saves time.**

The amount of administrative time spent answering employee inquiries like "Can I get copies of my last three payslips?" or "How many vacation days do I have left for the year?" can surmount quickly. By offering an intuitive online employee portal, you empower employees to answer these questions themselves.

### **Ensures compliance.**

Integrated HR solutions will collect and manage your employee's tax forms and employment eligibility verification information. Beyond this, these systems can alert you if any discrepancies or expirations are upcoming. This system ensures all appropriate documentation is in place and up-to-date, so you can rest easy knowing you have compliance covered.

### **Establishes consistency.**

All-in-one HR technology houses all your employee data in one centralized location. This makes it easier for all your HR processes and functions to work harmoniously.

### **Aligns leadership.**

HR technology bridges the gap between HR, Finance, and executive leadership by creating

seamless workflows through all the tools your team uses.

### **Provides actionable insights.**

Tracking workforce data will allow you to understand trends over time. For example, understanding turnover issues or quantifying your business' cost of turnover.

### **Streamline onboarding.**

Employee onboarding can be one of the most complex processes small businesses tackle. Technology can completely automate this process, eliminating the need for paperwork and manual data entry altogether.

### **Understanding Different HR Technology Stacks**

When considering implementing an HR tech tool to streamline your operations, it's important to understand what HR all-in-one technology is.

First, we can look at an example of what a typical HR technology stack might look like. This stack is made of several "best-of-breed" solutions.

A typical HR stack is made up of several different tools which each handle a unique portion of the HR function: payroll, onboarding, time & attendance, training, and more.

### **HR All-in-One Technology**

Unlike the typical HR tech stack, all-in-one technol-





## Leveraging Technology to Streamline HR (continued)

ogy is a single tool with all the functionality necessary to handle all parts of your HR process.

All-in-One technology handles: employee onboarding, time, attendance, payroll, benefits, compliance, training, and performance management. An HR all-in-one tool provides a central hub for all of your employee data and talent management processes. With an all-in-one tool, you don't have to worry about integrations, data migrations, or other obstacles.





# How to Execute on Your New HR Strategy

Here's a step-by-step process to implementing your new HR strategy:

- 01 Audit & evaluate existing HR functions and processes:** Start by taking an inventory of all your current HR processes. For each of the process you identified, rate your team's performance of this function on a scale of 1-10 (with "10" being perfect execution with no flaws and "1" being several critical issues and/or no defined process in place at all).
- 02 Identify critical issues areas:** Based off of your evaluation, identify crucial areas for improvement. At this point, you should also identify and note key function areas you are currently neglecting entirely (for example, if you have no process around compensation strategy).
- 03 Pinpoint areas for automation:** Surveying your initial audit and missing processes, consider which areas of your HR function you can automate using technology. For example, if you noted "compliance" as an area for improvement, consider if this is an area of your HR function you'd like to automate.
- 04 Select the appropriate technology to facilitate your process automation:** At this point, select technology which can help you automate and/or streamline the processes you noted in previous steps. We will cover how to pick the right HR technology in the following section.
- 05 Establish processes to evaluate, refine, and optimize your HR function:** You should implement systems to evaluate performance improvements so you can refine and optimize your HR function over time. Some ideas for evaluative processes to put in place include employee engagement surveys, turnover rate metrics, or quantified employee performance reviews.





## Streamlining HR With an Expert Partner

When you're considering revamping and streamlining your people processes, you need to decide if you'll take on this project yourself or enlist an expert partner to complete this process on your behalf. The DIY yourself approach we outlined in the previous section is effective but can present several challenges including a lack of tactical expertise, along with the time-consuming nature of this process.

Working with an HR partner can help ensure your people processes are effectively streamlined and in-line with your organizational goals.

Benefits of working with an HR partner:

### **Access to HR experts.**

Working with an HR partner ensures you always have access to expert guidance on all people-related matters your business faces.

### **Leverage the best technology.**

An HR partner can help you select the right technology for your organization. Following an HR technology expert's guidance can help make sure your new technology seamlessly integrates with the rest of your team's workflows.

### **Never worry about compliance again.**

When working with a partner, you can ensure all your compliance bases are covered. With an HR partner, you'll know your company is always up-to-date on the constantly changing compliance requirements.

### **Have more time to focus on what matters most.**

Tackling the HR side of your business is extremely important but can quickly become time-consuming. With an HR partner, you can get people operations off your plate and focus on what matters most: growing your business.





# Build an HR infrastructure that unlocks the full potential of your workforce

At Launchways, we work with you to transform the way you approach people operations. Our goal is to implement simple yet strategic processes that prepare your business for its next phase of growth. Our strategic solutions will help your organization attract, develop, and retain the right people to drive forward long-term organizational goals.



## Unlock the full potential of your team

Talk to a team member today to learn more about how our expert consultants can help you build an HR strategy that streamlines and simplifies.

[Learn More](#)

