

THE NEW ECONOMY AND THE HR PROFESSIONAL



A review of HR's role in bringing
about economic success

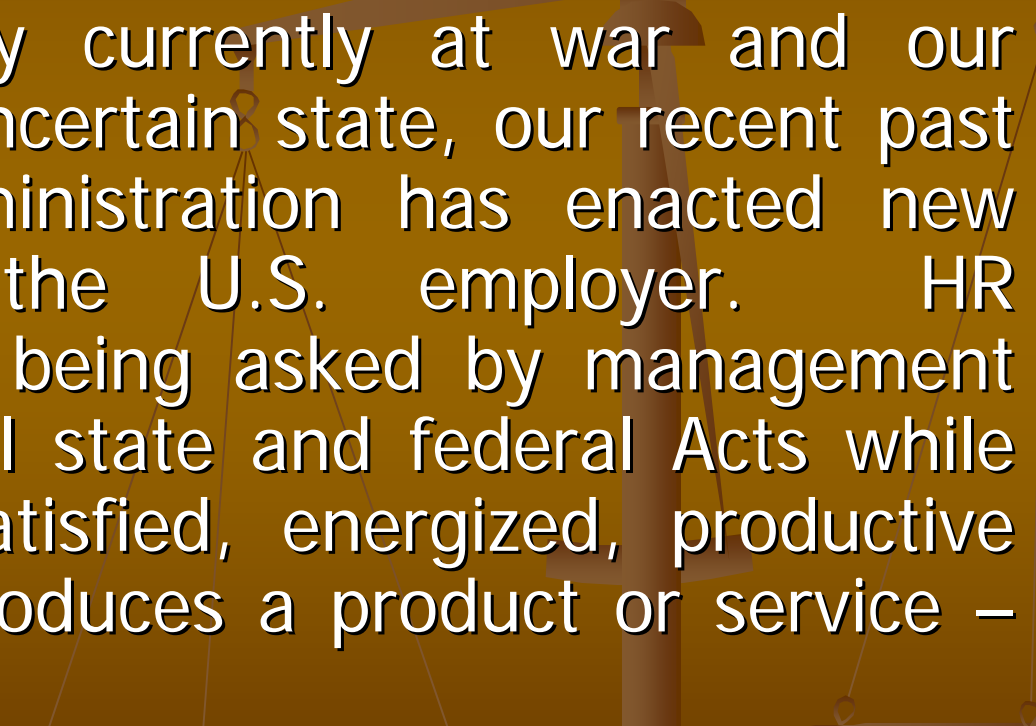
Luanne Clarke

**Moore, Clarke, DuVall & Rodgers, P.C.
Albany • Valdosta • Atlanta**

lclarke@mcd-r-law.com

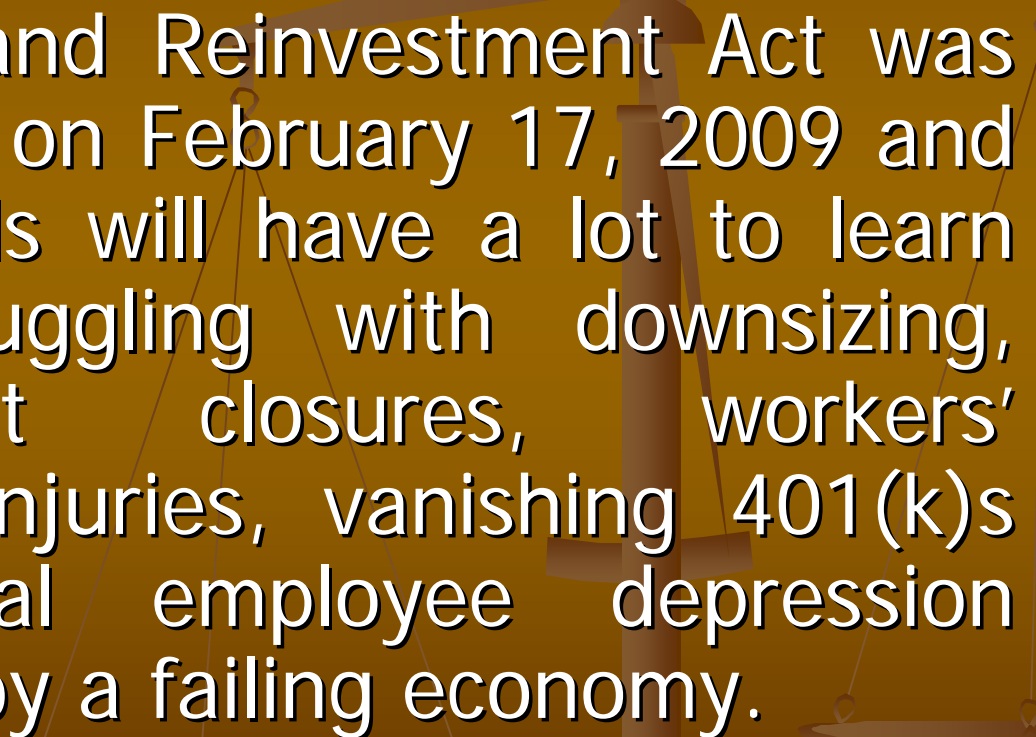
THE NEW ECONOMY AND THE HR PROFESSIONAL

With our country currently at war and our economy in an uncertain state, our recent past and present administration has enacted new laws affecting the U.S. employer. HR professionals are being asked by management to comply with all state and federal Acts while still keeping a satisfied, energized, productive workforce who produces a product or service – at a profit.



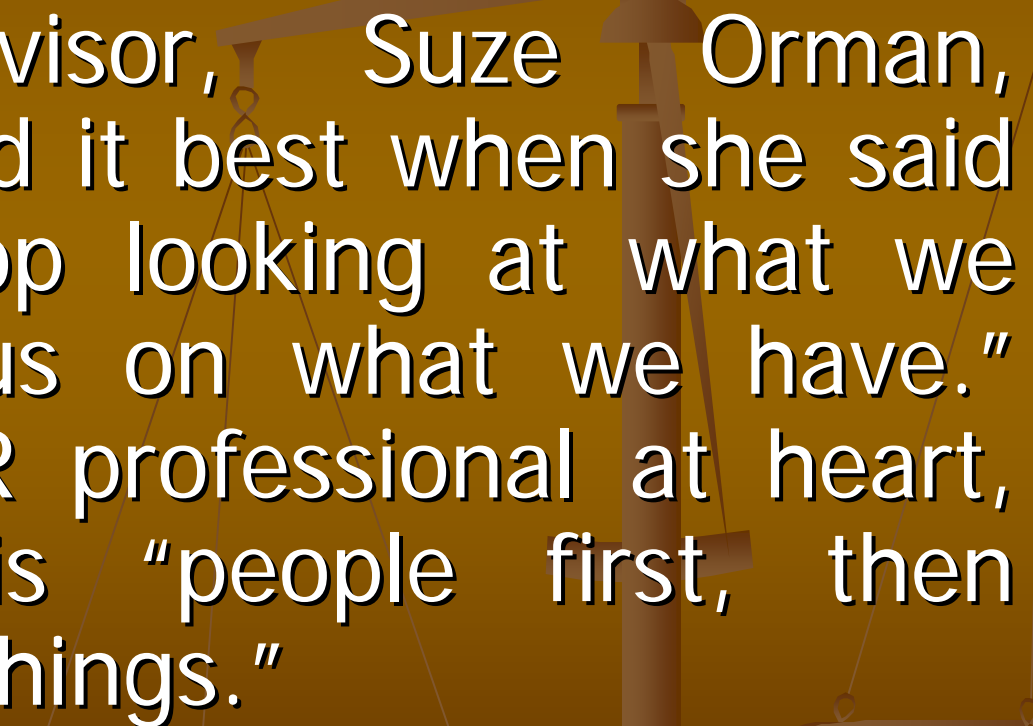
THE NEW ECONOMY AND THE HR PROFESSIONAL

The Recovery and Reinvestment Act was signed into law on February 17, 2009 and HR professionals will have a lot to learn while still struggling with downsizing, layoffs, plant closures, workers' compensation injuries, vanishing 401(k)s and a general employee depression brought about by a failing economy.



THE NEW ECONOMY AND THE HR PROFESSIONAL

Financial advisor, Suze Orman, recently stated it best when she said "we must stop looking at what we had and focus on what we have." Perhaps a HR professional at heart, her advice is "people first, then money, then things."



THE NEW ECONOMY AND THE HR PROFESSIONAL

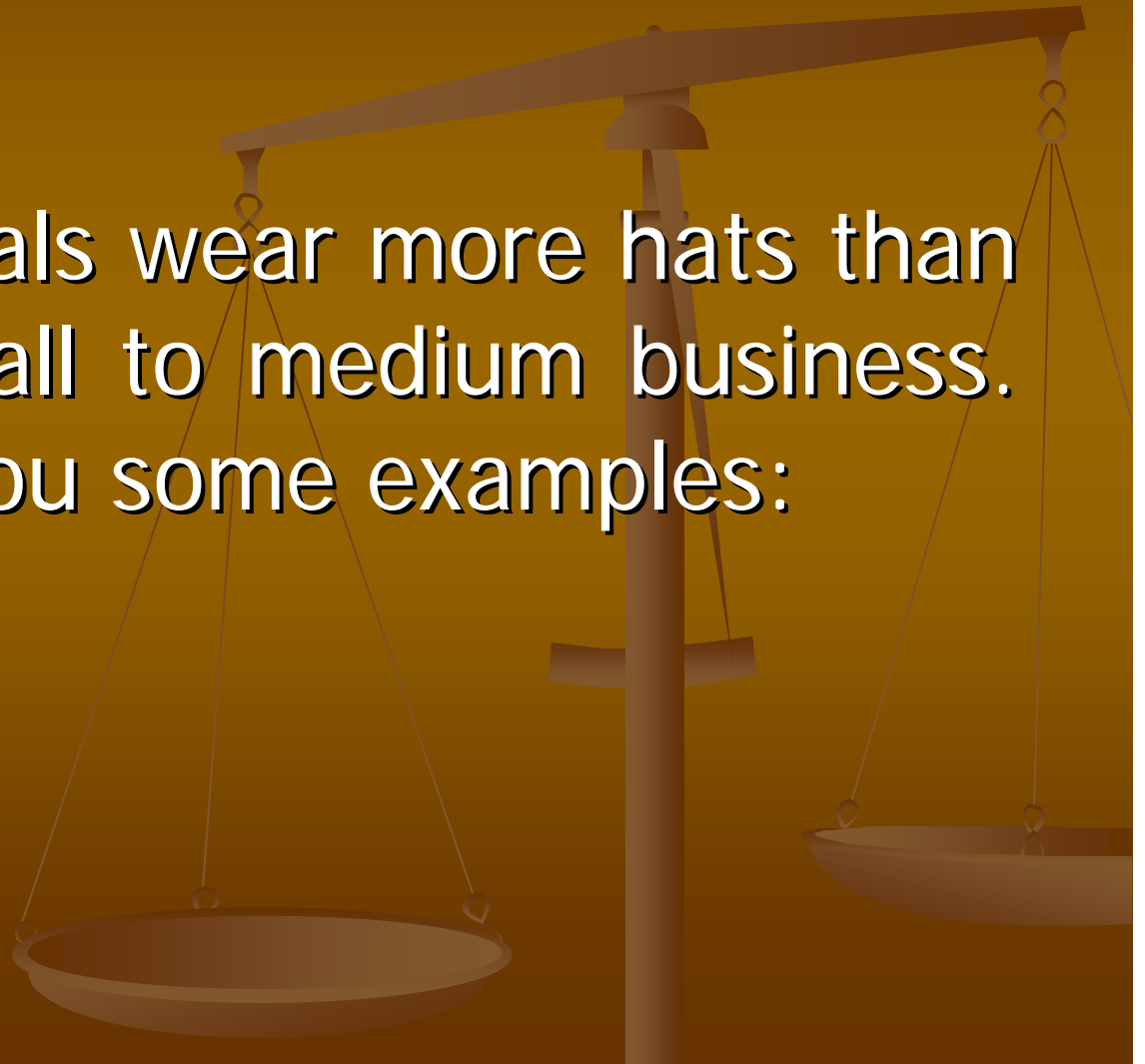
In essence, as every HR
professional knows:

**PEOPLE ARE OUR GREATEST
RESOURCE**




THE NEW ECONOMY AND THE HR PROFESSIONAL

HR professionals wear more hats than any other small to medium business. Let me give you some examples:



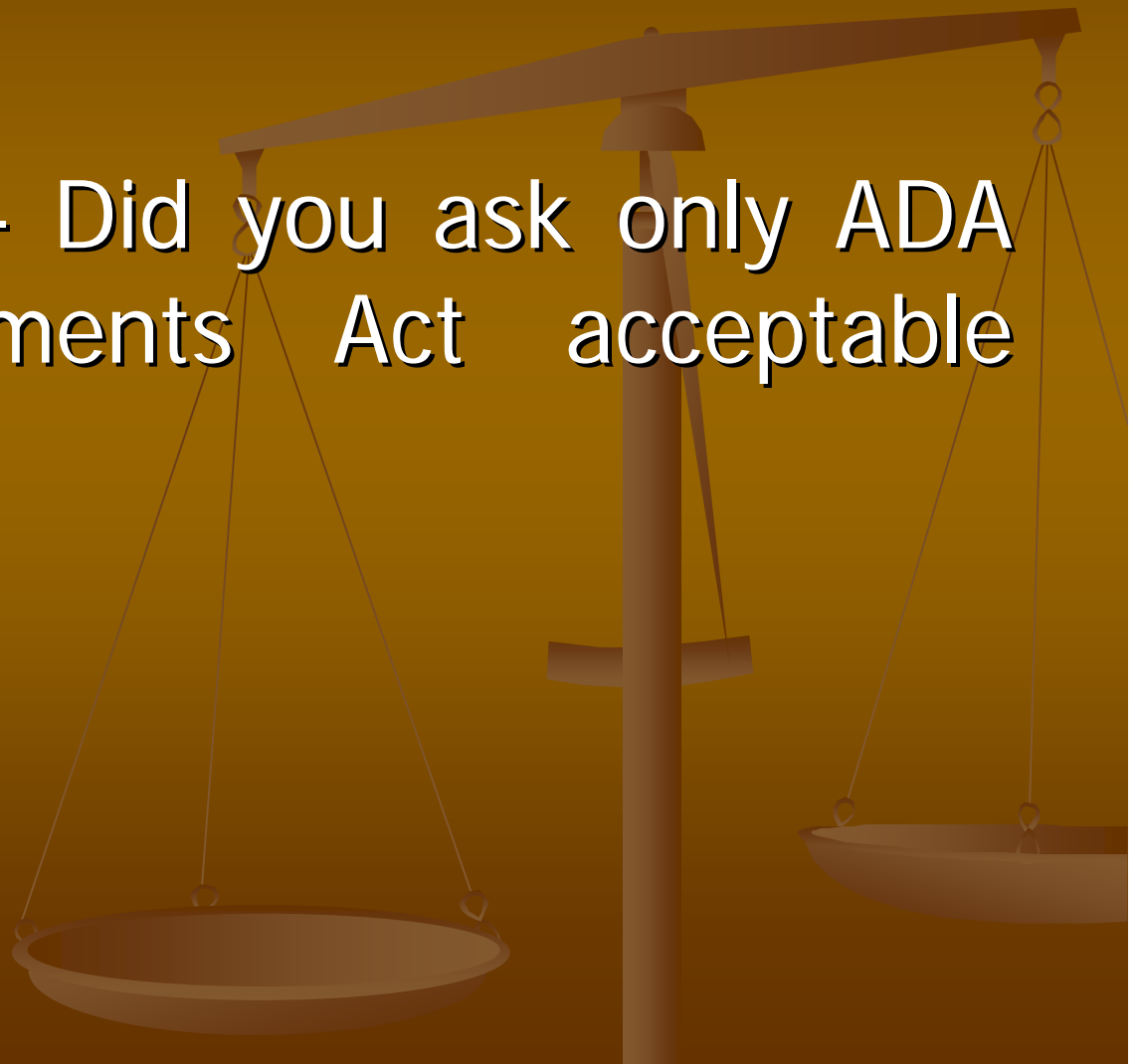
THE NEW ECONOMY AND THE HR PROFESSIONAL

Posting – Is the new DOL poster displayed as required by law?



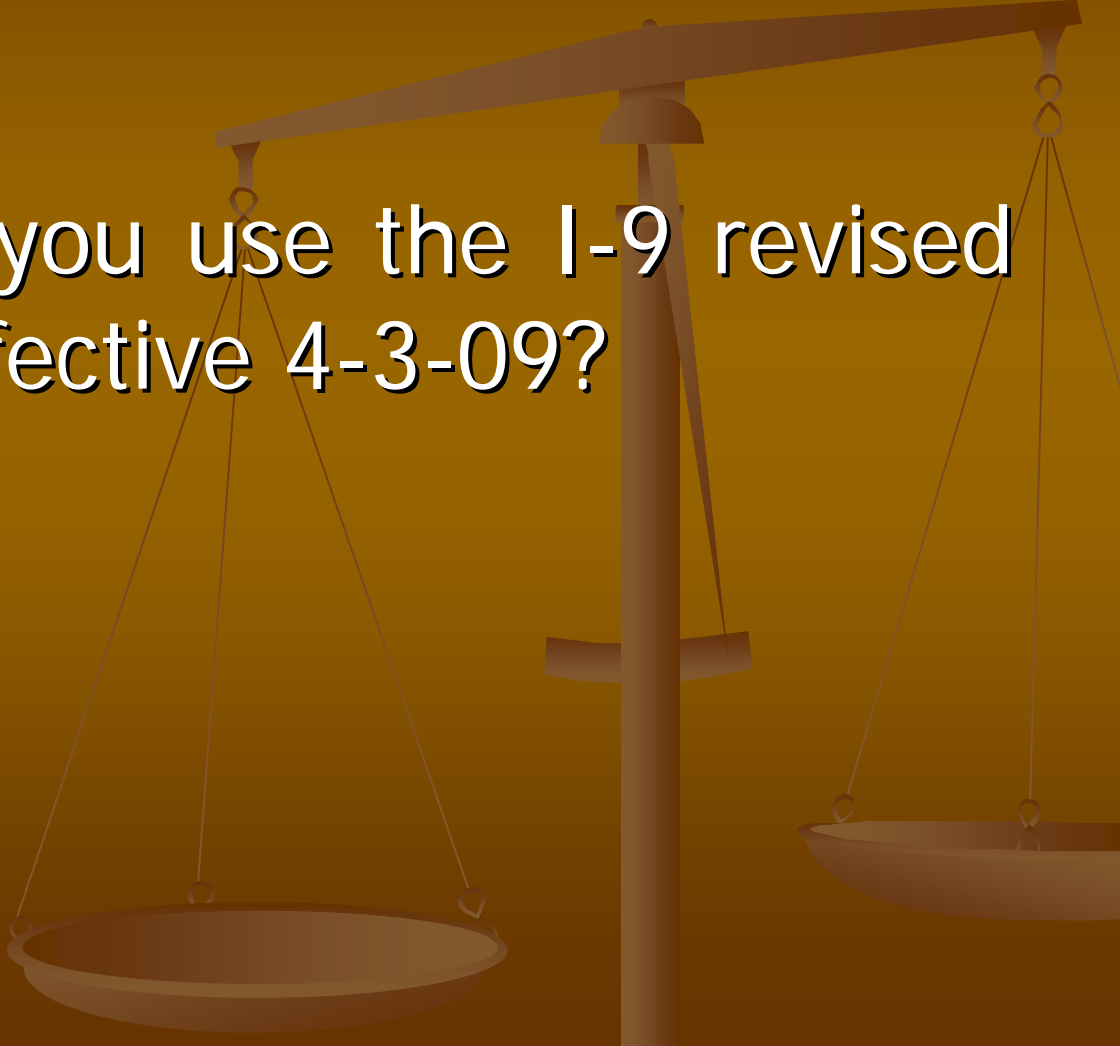
THE NEW ECONOMY AND THE HR PROFESSIONAL

**Interviews – Did you ask only ADA
with Amendments Act acceptable
questions?**



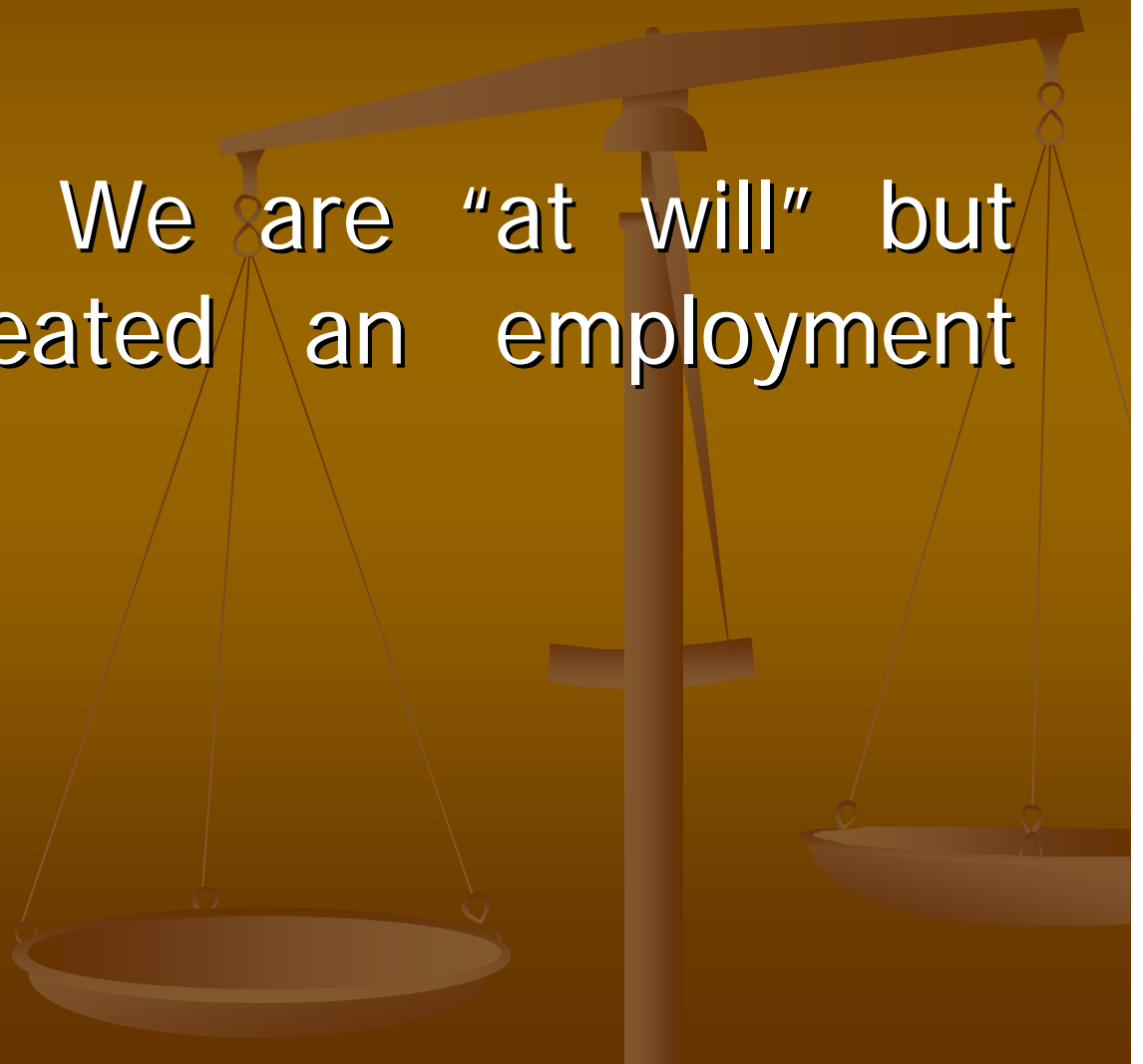
THE NEW ECONOMY AND THE HR PROFESSIONAL

Hiring – Did you use the I-9 revised
2-2-09 and effective 4-3-09?



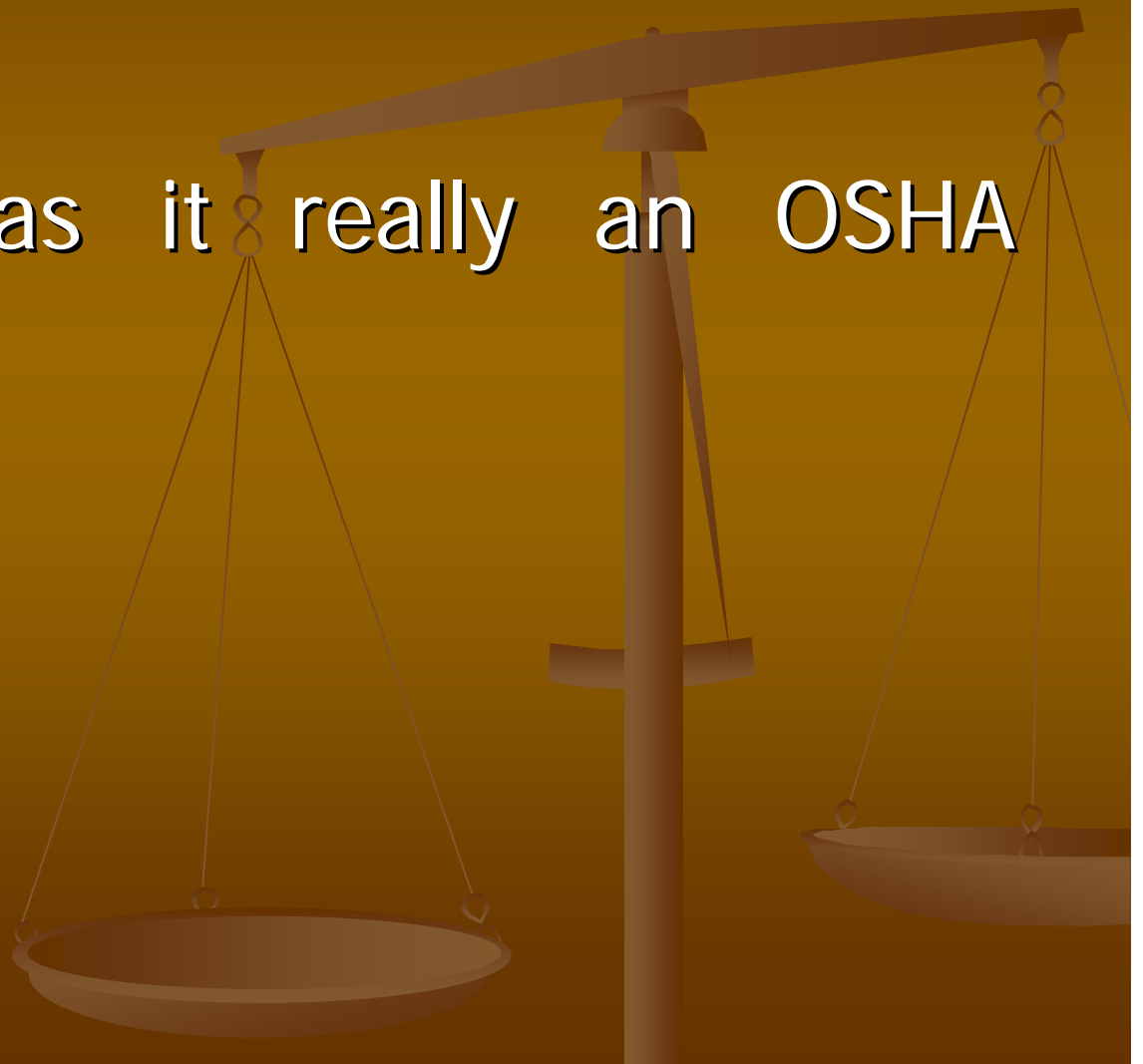
THE NEW ECONOMY AND THE HR PROFESSIONAL

Handbook – We are “at will” but
have we created an employment
contract?



THE NEW ECONOMY AND THE HR PROFESSIONAL

Safety – Was it really an OSHA
recordable?



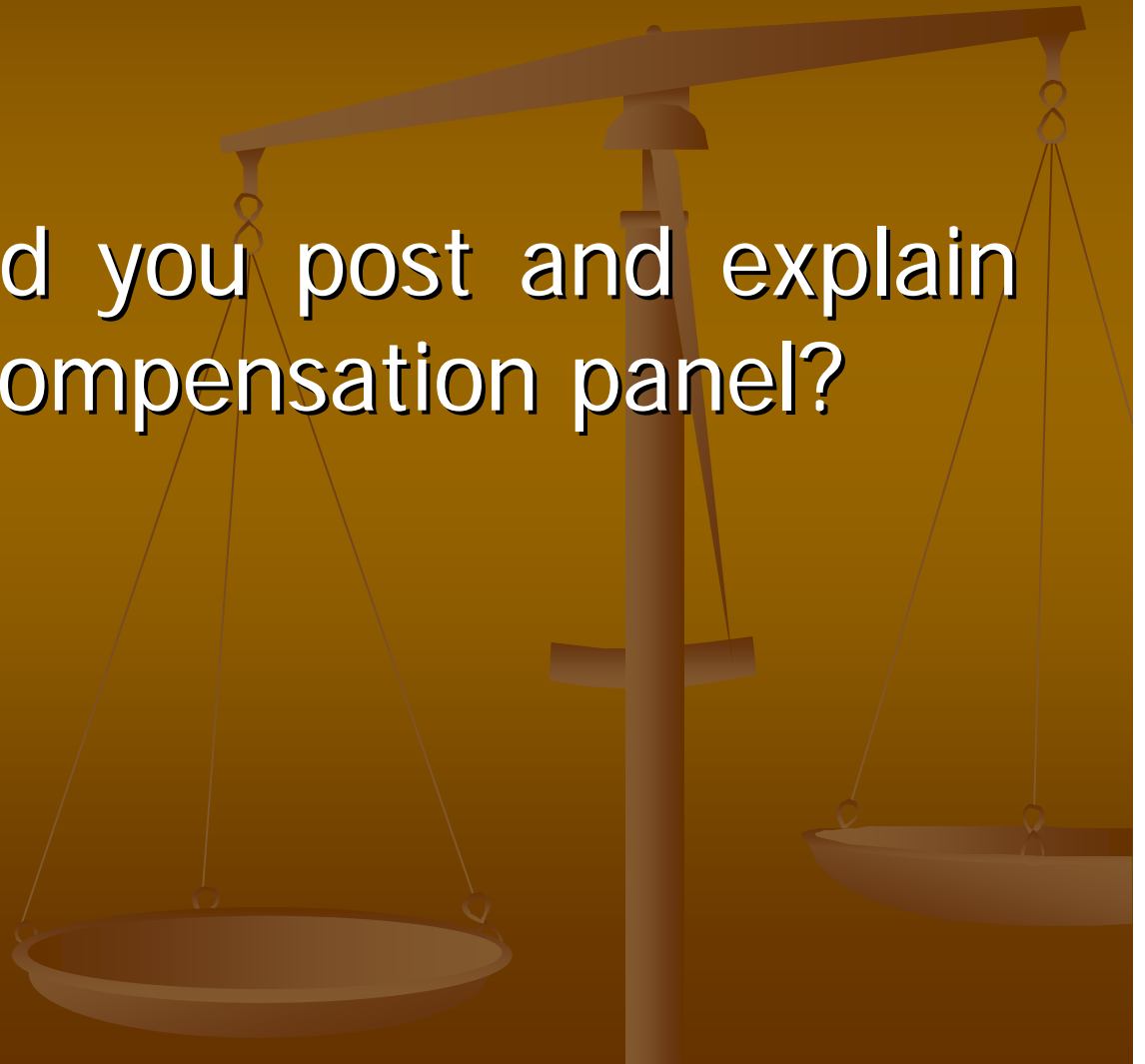
THE NEW ECONOMY AND THE HR PROFESSIONAL

Drugs – Is our testing random,
reasonable, or post accident, etc.?



THE NEW ECONOMY AND THE HR PROFESSIONAL

Injuries – Did you post and explain
the workers' compensation panel?



THE NEW ECONOMY AND THE HR PROFESSIONAL

Harassment – Have you conducted
a thorough investigation?



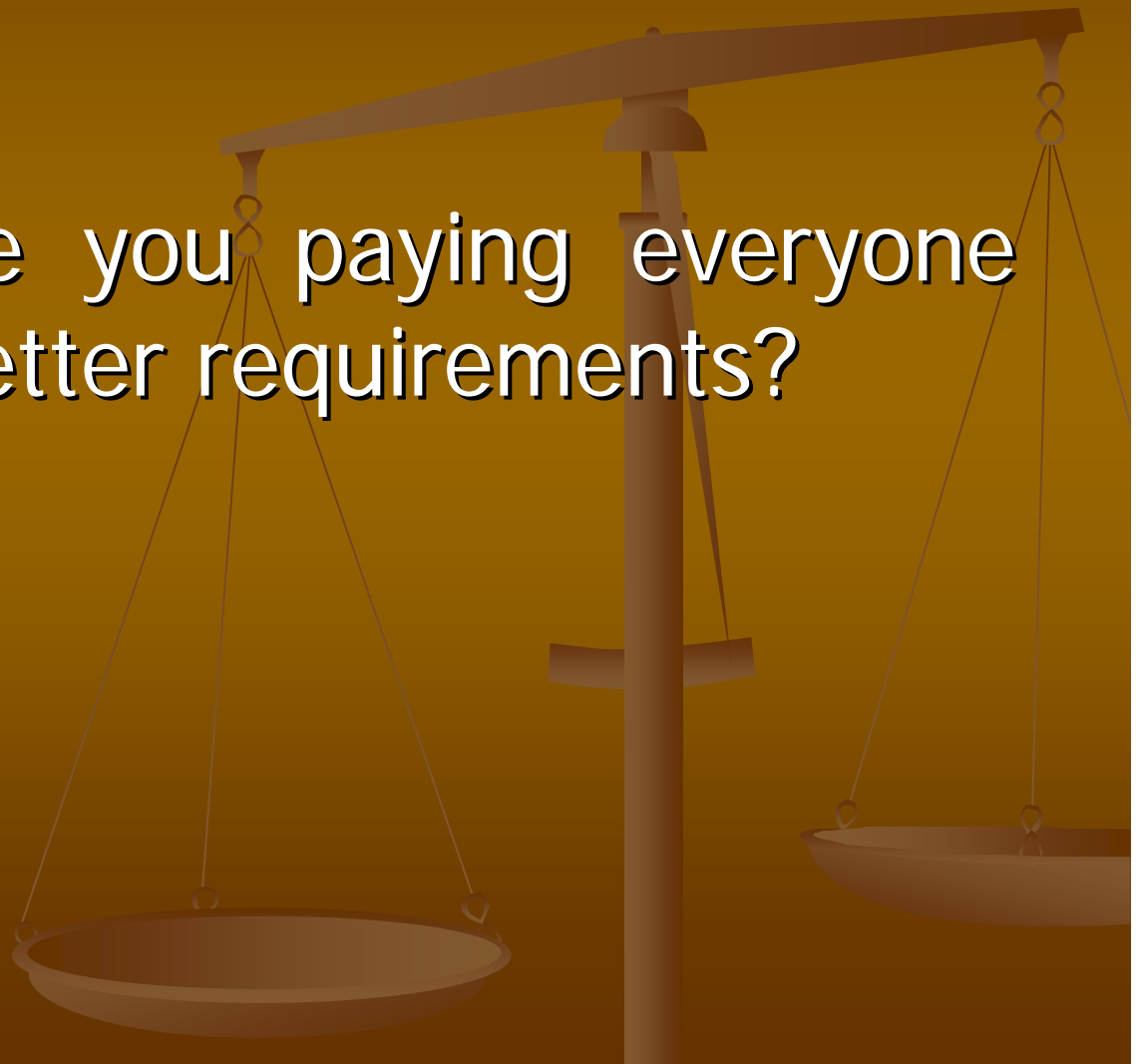
THE NEW ECONOMY AND THE HR PROFESSIONAL

Illness – Did you use the new FMLA forms?



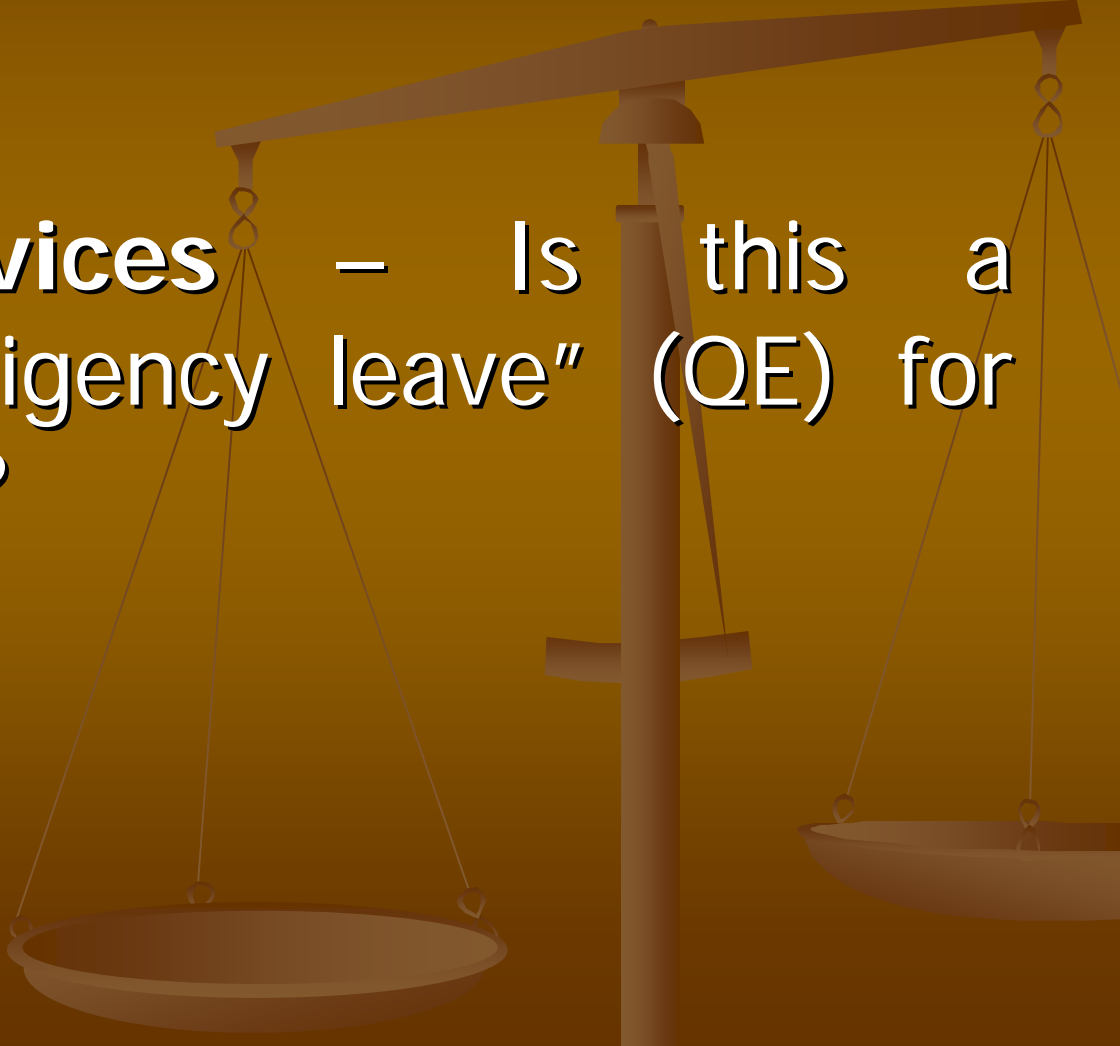
THE NEW ECONOMY AND THE HR PROFESSIONAL

Wages – Are you paying everyone
per Lilly Ledbetter requirements?



THE NEW ECONOMY AND THE HR PROFESSIONAL

Armed Services – Is this a
“qualifying exigency leave” (QE) for
my employee?



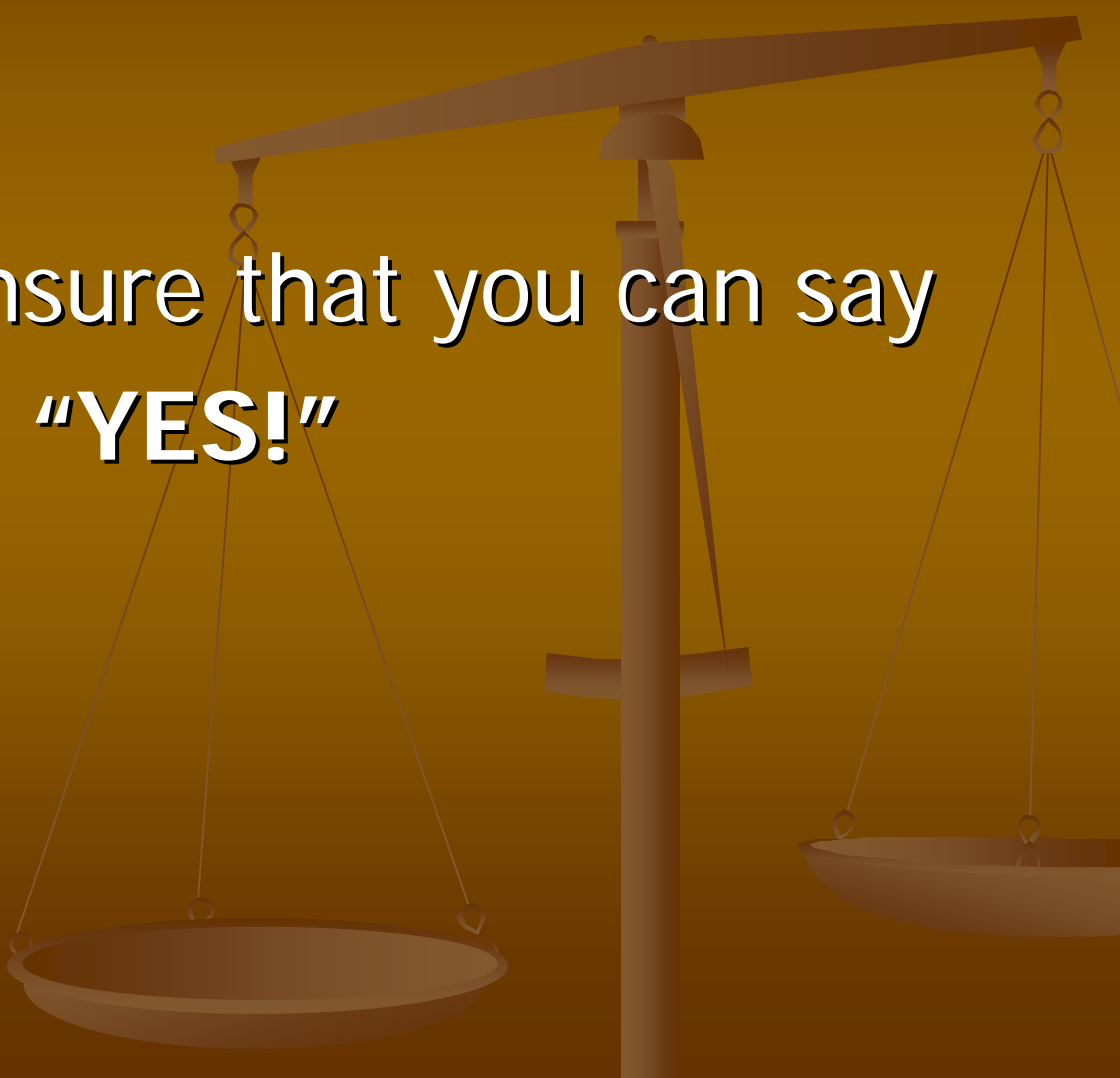
THE NEW ECONOMY AND THE HR PROFESSIONAL

Benefits – Are you in compliance
with the Mental Health Parity Act?



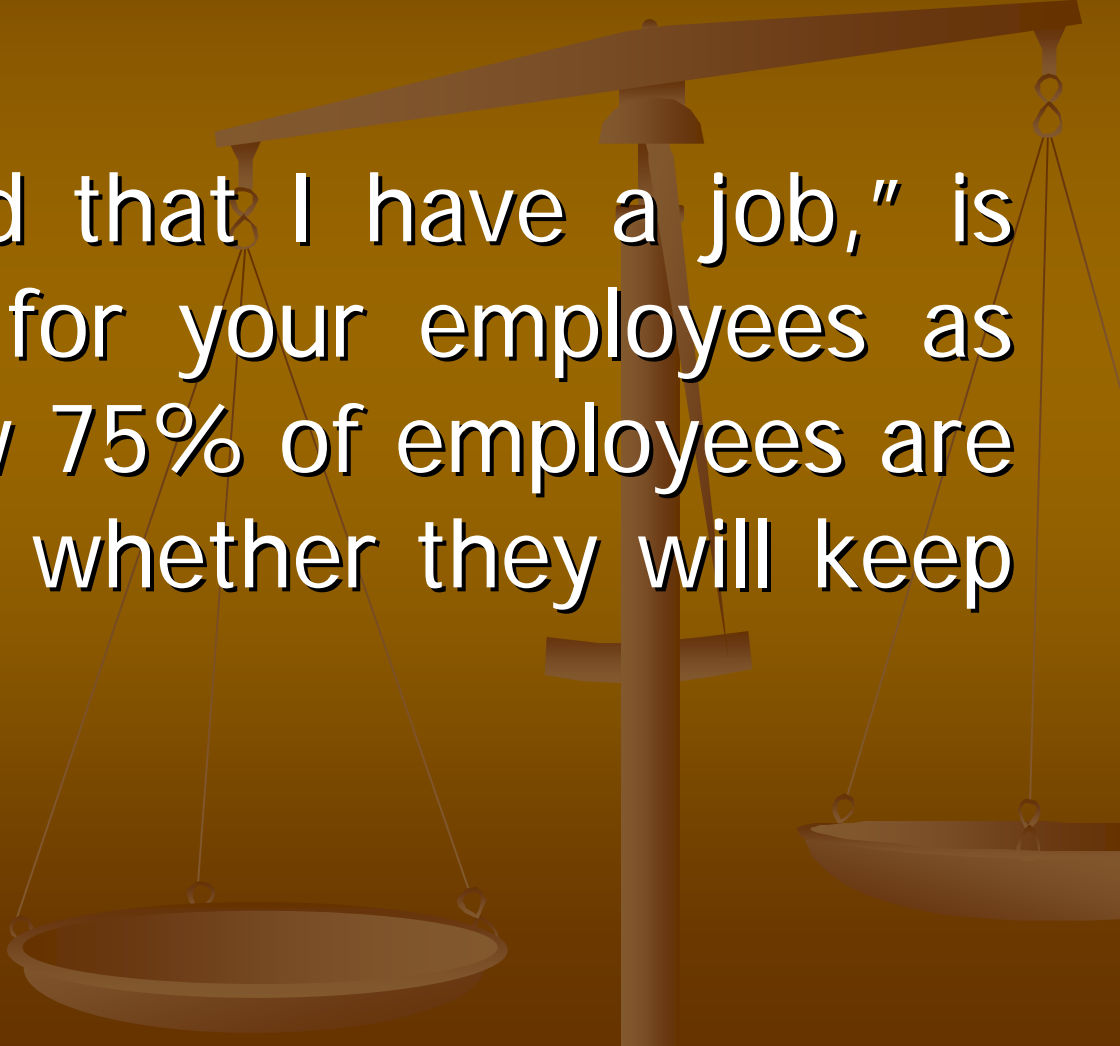
THE NEW ECONOMY AND THE HR PROFESSIONAL

MCDR will ensure that you can say
"YES!"



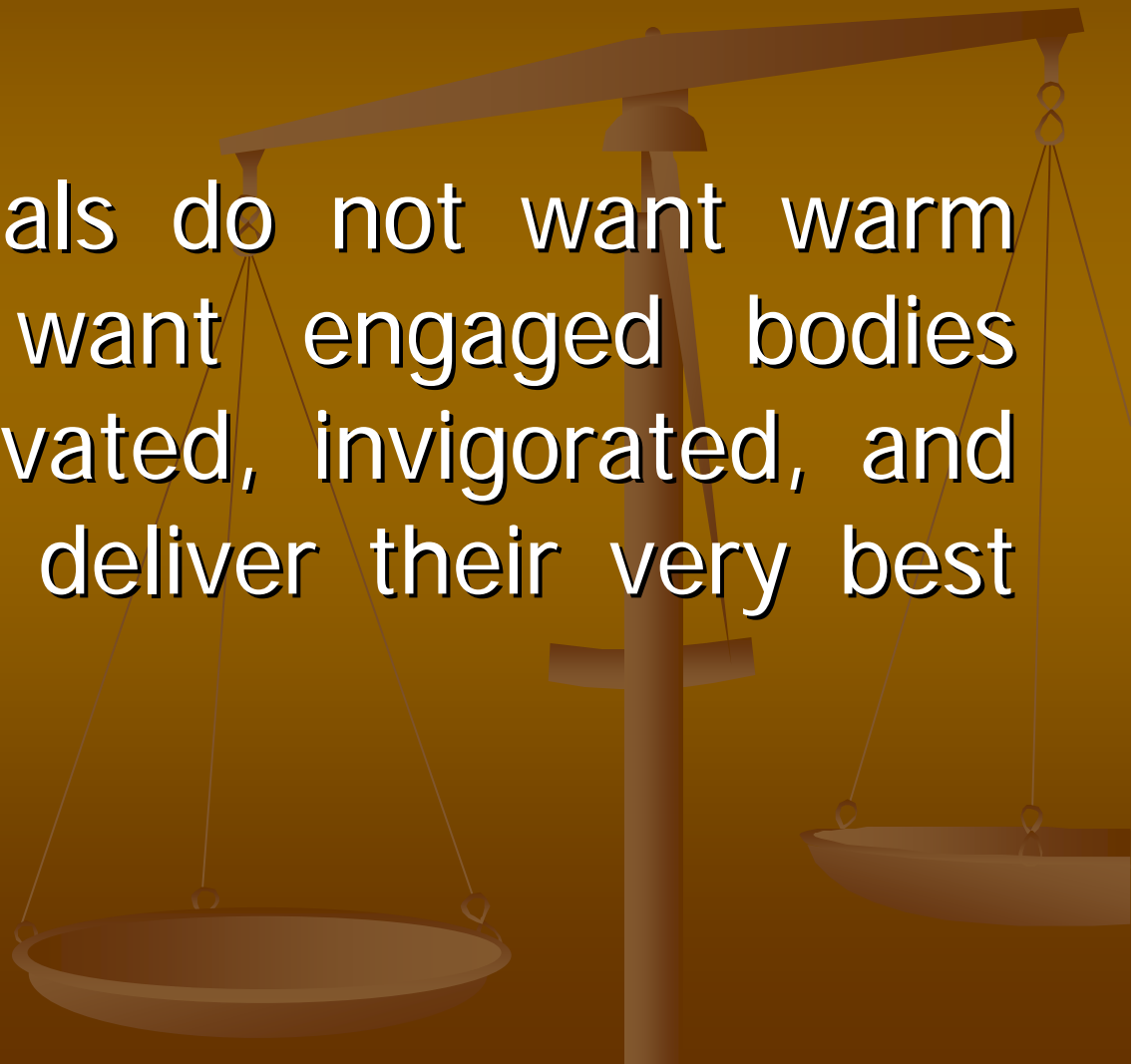
THE NEW ECONOMY AND THE HR PROFESSIONAL

“I am just glad that I have a job,” is unacceptable for your employees as statistics show 75% of employees are worried about whether they will keep their job.



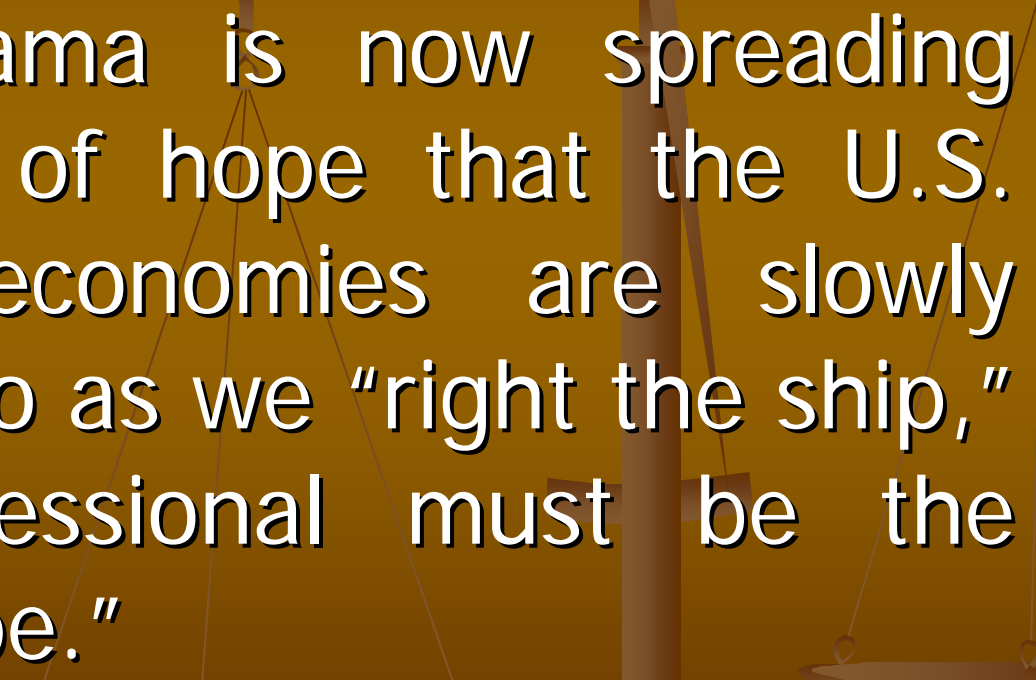
THE NEW ECONOMY AND THE HR PROFESSIONAL

HR professionals do not want warm bodies, you want engaged bodies who are motivated, invigorated, and challenged to deliver their very best while at work.



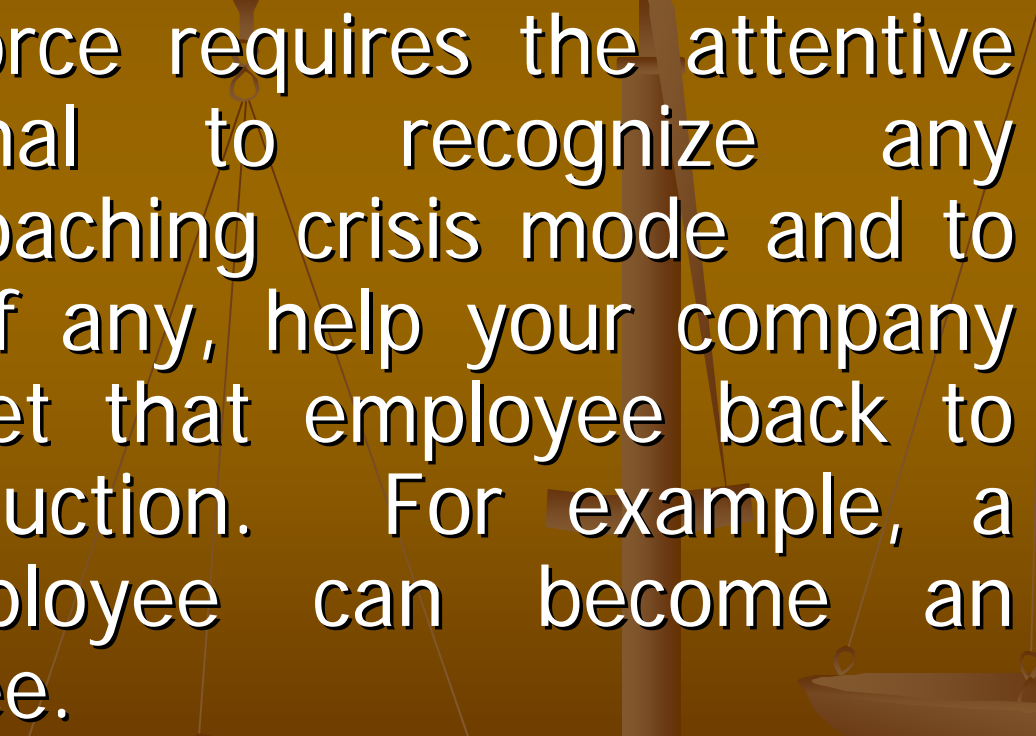
THE NEW ECONOMY AND THE HR PROFESSIONAL

President Obama is now spreading the message of hope that the U.S. and world economies are slowly recovering. So as we "right the ship," the HR professional must be the "Coach of Hope."



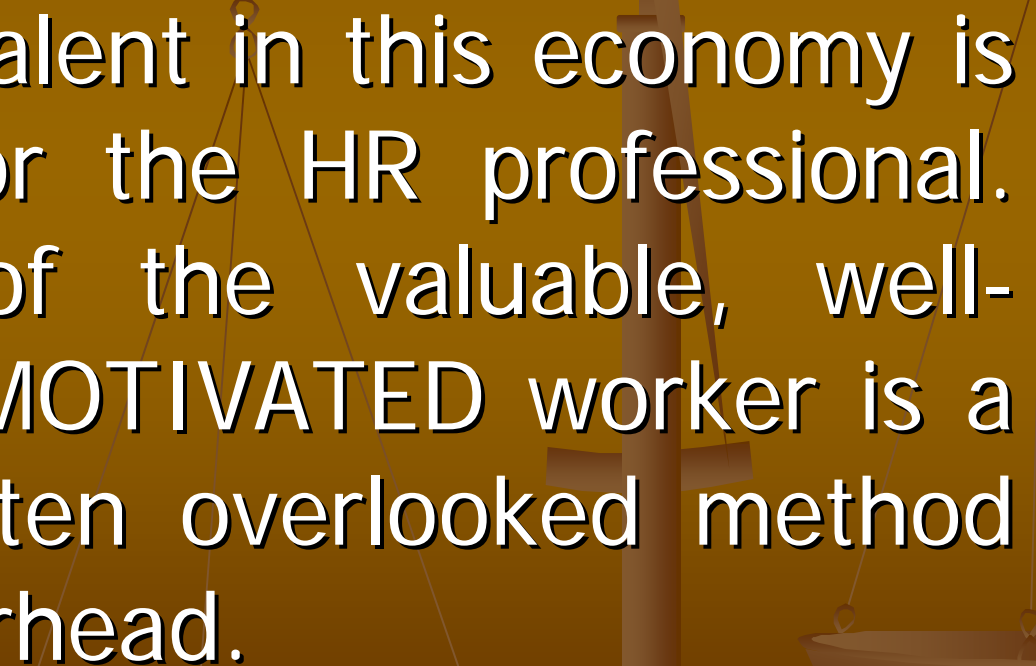
THE NEW ECONOMY AND THE HR PROFESSIONAL

Reduced workforce requires the attentive HR professional to recognize any employee approaching crisis mode and to identify what, if any, help your company can offer to get that employee back to maximum production. For example, a distracted employee can become an injured employee.



THE NEW ECONOMY AND THE HR PROFESSIONAL

Retention of talent in this economy is a key role for the HR professional. Recognition of the valuable, well-trained, and MOTIVATED worker is a simple but often overlooked method to reduce overhead.



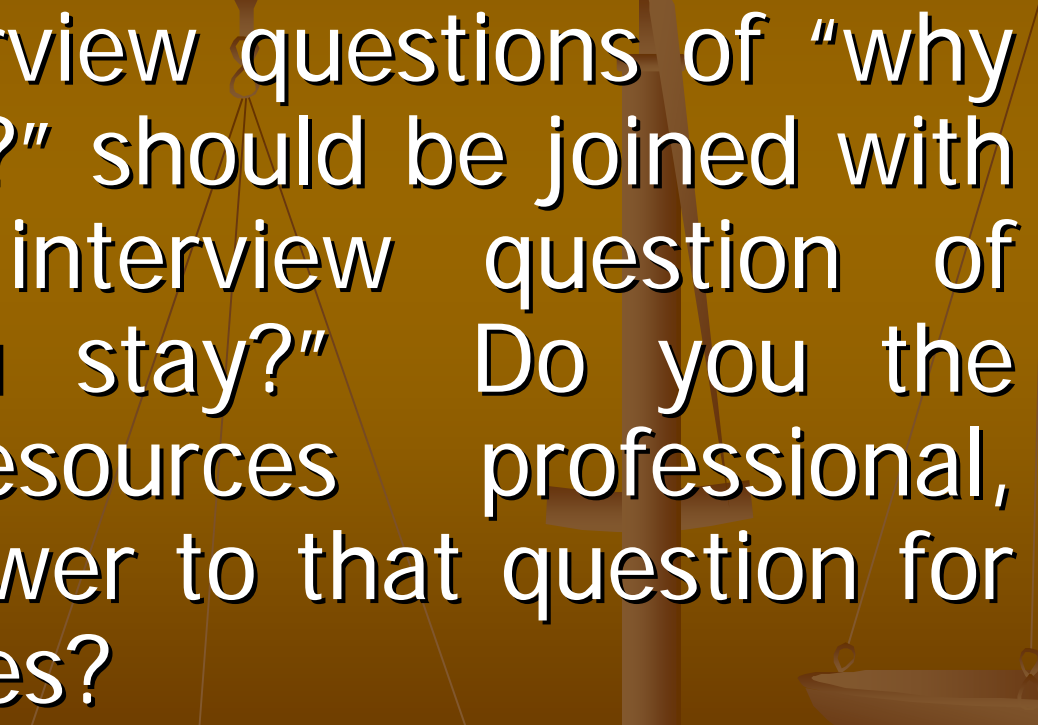
THE NEW ECONOMY AND THE HR PROFESSIONAL

Customer service has never been more key than in a recovering economy, and for the HR professional, your employees **ARE YOUR CUSTOMERS.** Retention of the best and brightest enhances your value to your business.



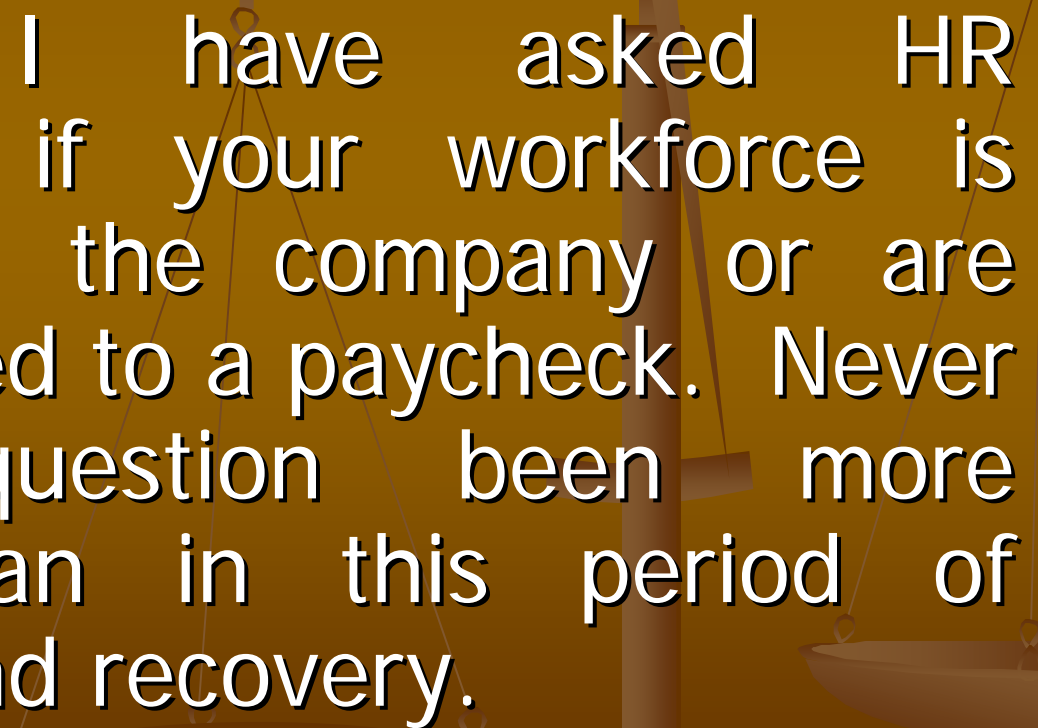
THE NEW ECONOMY AND THE HR PROFESSIONAL

Your exit interview questions of “why did you leave?” should be joined with a retention interview question of “why do you stay?” Do you the **HUMAN** Resources professional, know the answer to that question for your employees?



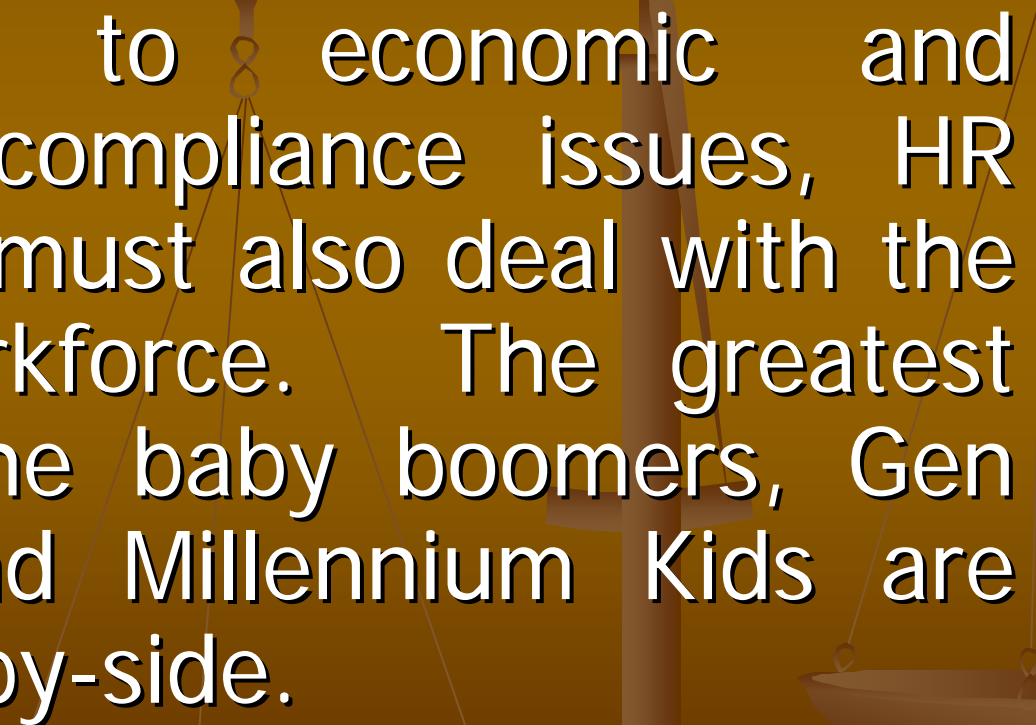
THE NEW ECONOMY AND THE HR PROFESSIONAL

For years I have asked HR professionals if your workforce is committed to the company or are they committed to a paycheck. Never has this question been more important than in this period of adjustment and recovery.



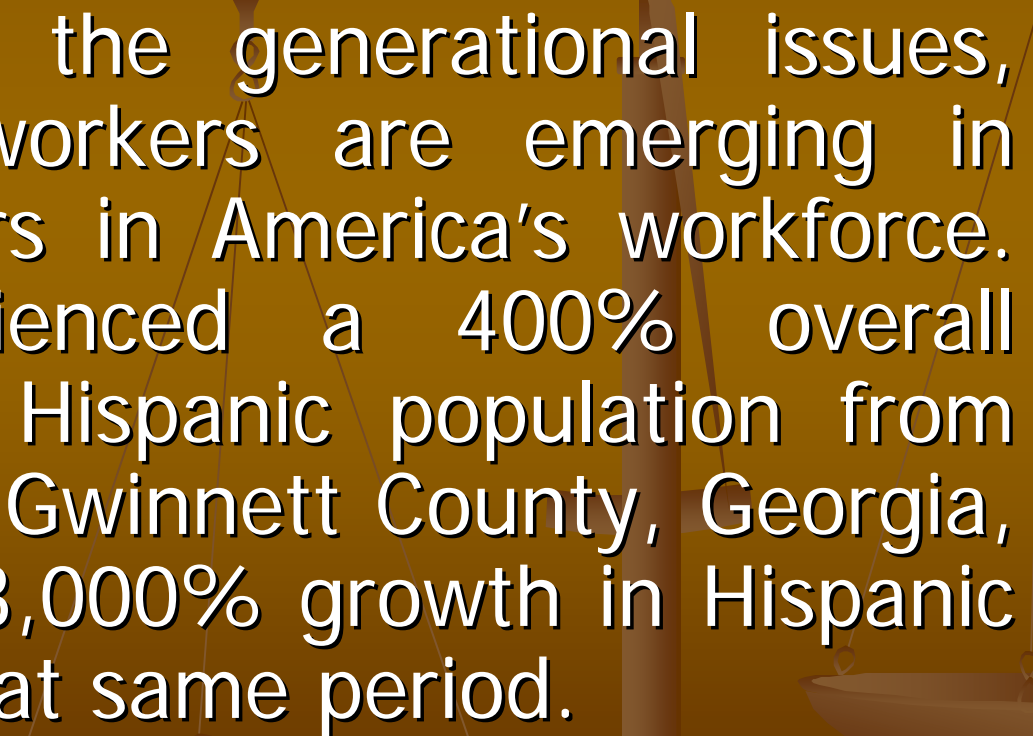
THE NEW ECONOMY AND THE HR PROFESSIONAL

In addition to economic and employment compliance issues, HR professionals must also deal with the changing workforce. The greatest generation, the baby boomers, Gen X, Gen Y and Millennium Kids are working side-by-side.



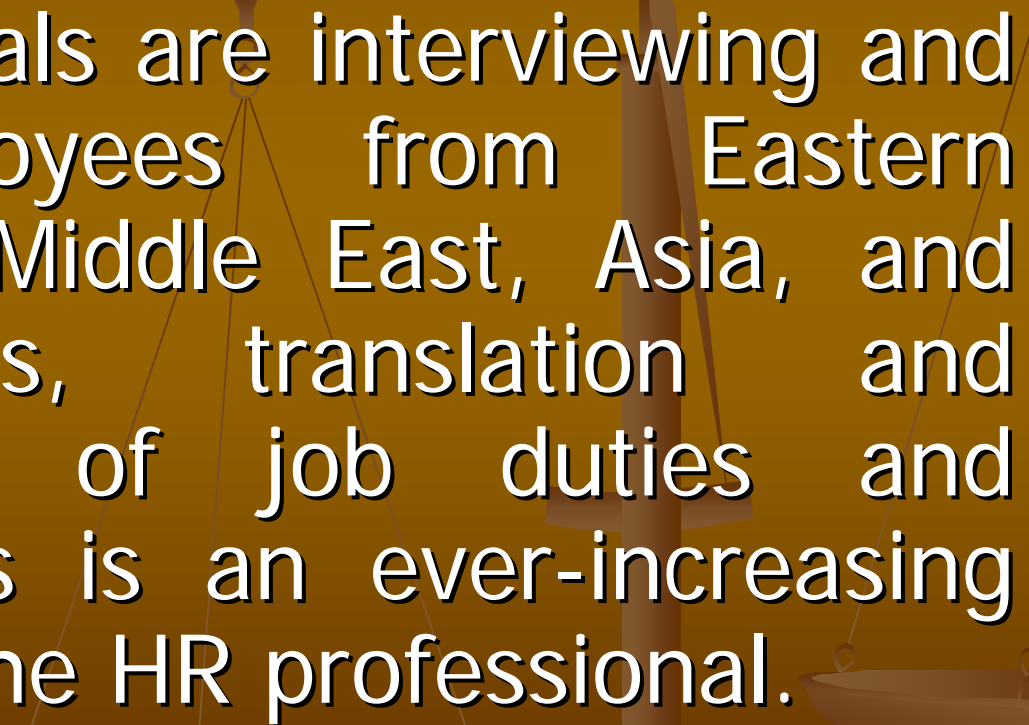
THE NEW ECONOMY AND THE HR PROFESSIONAL

In addition to the generational issues, multi-cultural workers are emerging in greater numbers in America's workforce. Georgia experienced a 400% overall growth in the Hispanic population from 1990 to 2000. Gwinnett County, Georgia, experienced a 3,000% growth in Hispanic population in that same period.



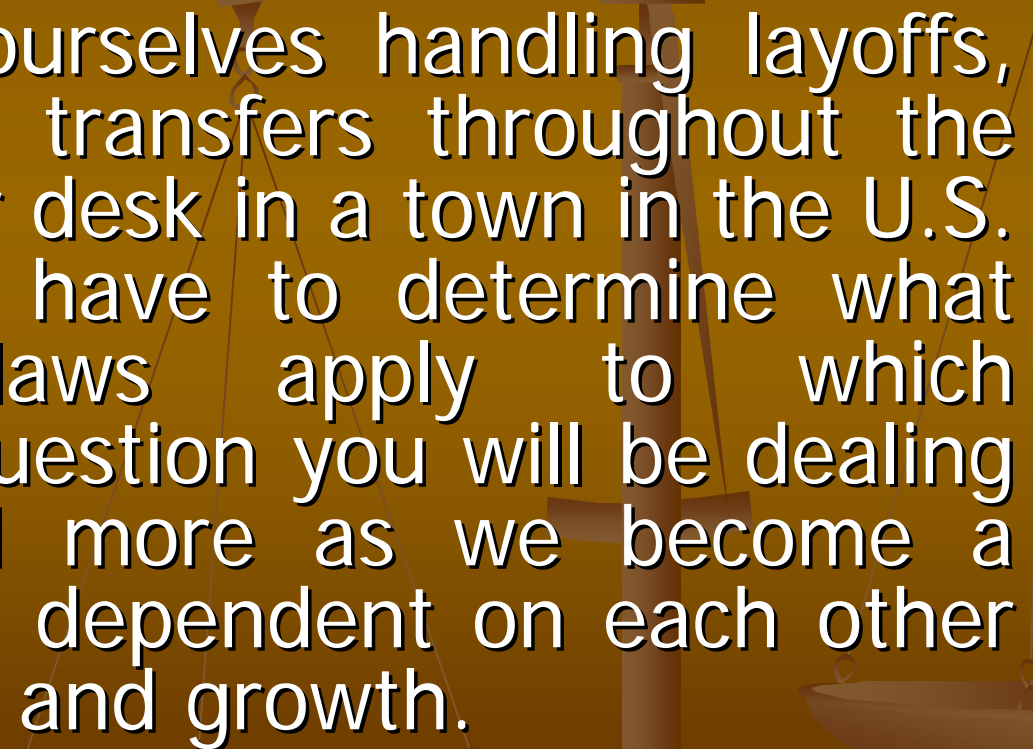
THE NEW ECONOMY AND THE HR PROFESSIONAL

HR professionals are interviewing and hiring employees from Eastern Europe, the Middle East, Asia, and Africa. Thus, translation and interpretation of job duties and responsibilities is an ever-increasing challenge to the HR professional.



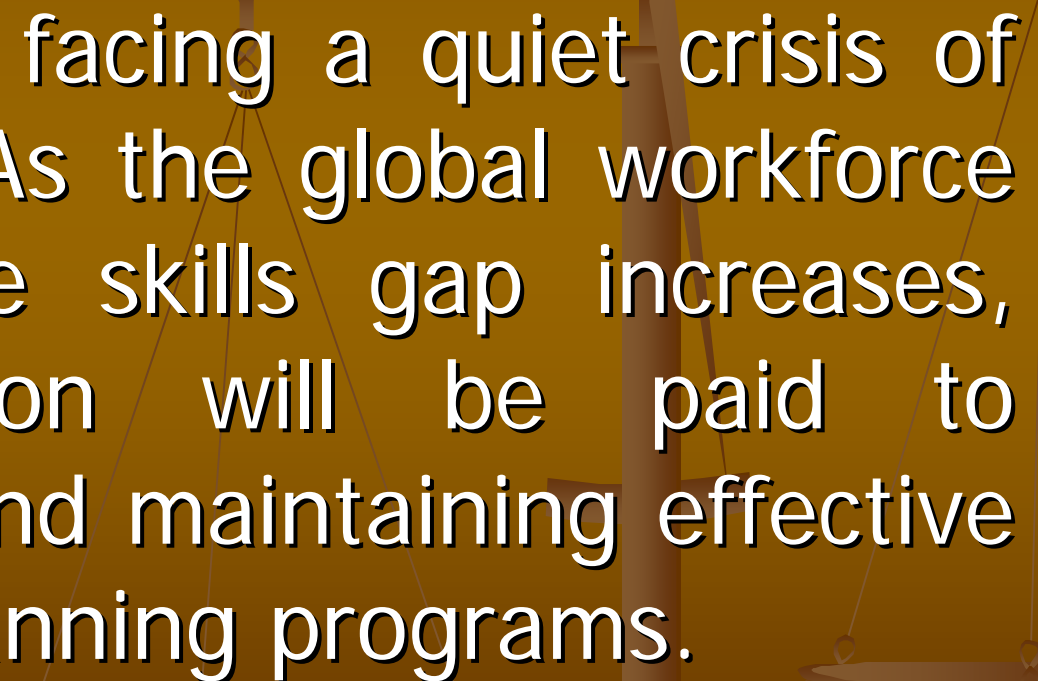
THE NEW ECONOMY AND THE HR PROFESSIONAL

You will find yourselves handling layoffs, shutdowns and transfers throughout the globe from your desk in a town in the U.S. Thus, you will have to determine what employment laws apply to which employee. A question you will be dealing with more and more as we become a global economy dependent on each other for full recovery and growth.



THE NEW ECONOMY AND THE HR PROFESSIONAL

“The world is facing a quiet crisis of succession. As the global workforce ages and the skills gap increases, more attention will be paid to establishing and maintaining effective succession planning programs.

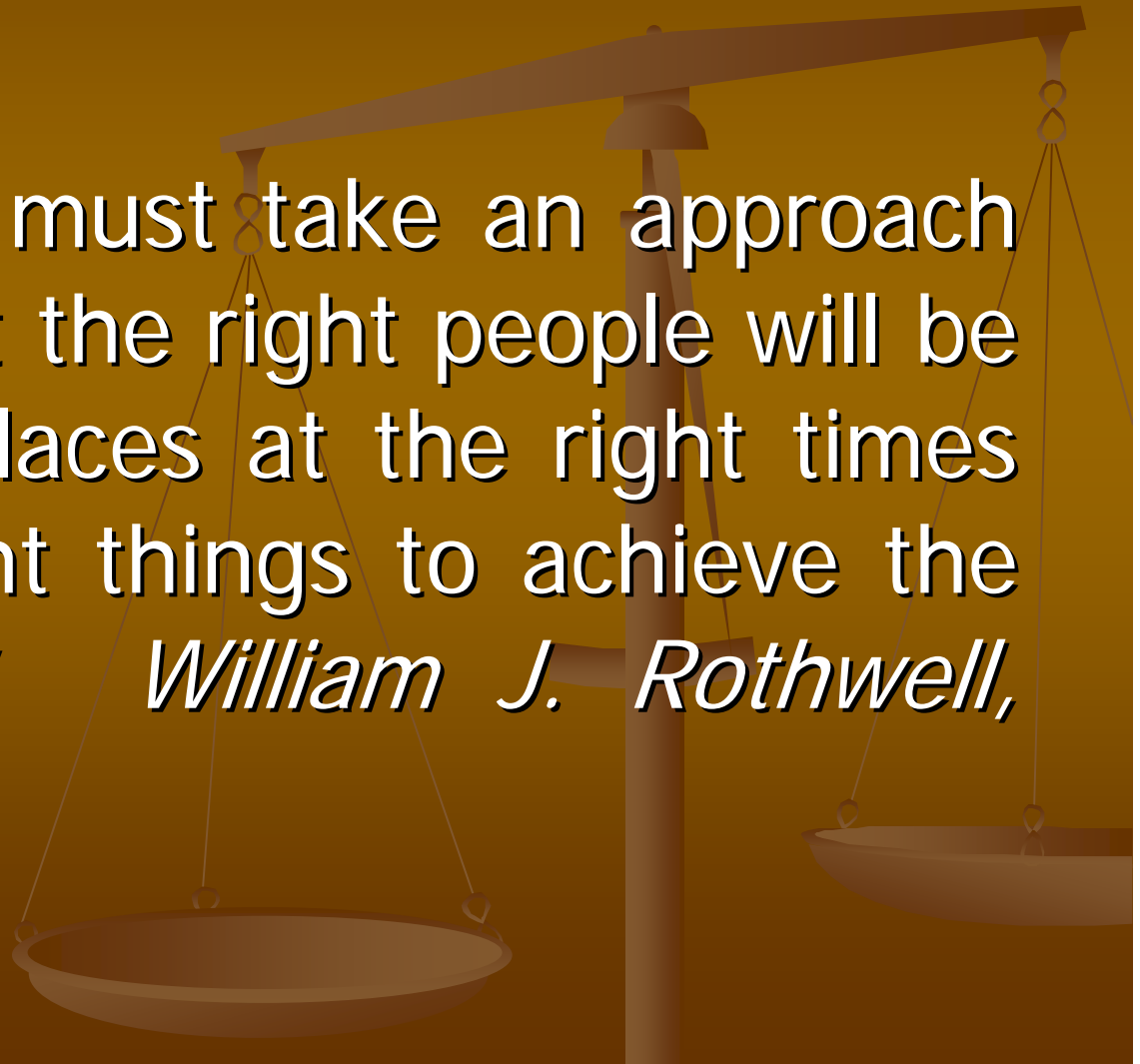


THE NEW ECONOMY AND THE HR PROFESSIONAL

Organizations must take an approach to ensure that the right people will be in the right places at the right times to do the right things to achieve the right results."

Ph.D., SPHA

William J. Rothwell,



THE NEW ECONOMY AND THE HR PROFESSIONAL

At Moore, Clarke, DuVall & Rodgers, P.C., we believe Mr. Rothwell to be correct and the HR professional will play a major role in the success of the new economy.

