



# UNLOCKED

WE ARE THE KEY TO YOUR SUCCESS!

## KeyHR is the KEY to Your Success

How successful could you be if you could focus on what you do best? It's a question worth asking. And we not only HAVE the answer... We ARE the Key!

KeyHR is aligned with preferred provider companies to offer new and innovative ways to meet our clients' payroll, employee leasing, benefits and insurance needs.

Our relationship with these companies helps business owners reduce costs, save time, optimize their workforce, increase revenue and minimize risk. If your company needs to save money, address compliance issues, improve efficiencies and increase productivity, we have the solutions.

If your company needs to save money, address compliance issues, improve efficiencies and increase productivity, we have the solutions and the key to your success.

Trust Key HR to provide you with...

- Access to more service providers than any other business of our kind
- Specialists in every area of Human Resources
- Solutions for companies at all stages of development - from startups to fully mature
- A firm commitment to stay current on the laws that affect your industry and business
- Savings from 20 to 40 percent off your bottom line

It could be one of the smartest business decisions you ever make!



KEY CHANNEL PARTNER OF THE MONTH



PAYROLL

### Want to Save Your Business an Hour a Day? Automate These 8 Tasks.

Automation may be considered a job killer, but it's also a life-saver for small businesses who are looking for ways to streamline daily tasks while saving both time and money.

Here are 8 tasks that you should be automating if you want to save an hour a day.

- 1. Accounting, invoicing & taxes** - Instead of manually entering bookkeeping tasks, automation handles all of your needs for you. These services save you a ton of time, and a lot of headaches, when it comes to balancing your books and organizing your files during tax season.
- 2. Website logins** - Password managers save you time while keeping your sensitive information secure.
- 3. Data backup** - Your businesses data can now be automatically stored on the cloud, which means that if you do experience a crash, it can be easily recovered.
- 4. Filling online forms** - Google, as well as software programs like Roboform, let you automatically fill in online forms.
- 5. Employee scheduling** - Thanks to tools like Hubworks and When I Work this task is now automated for you since they can balance your employee's availability with your scheduling availability.
- 6. Email marketing** - Mailchimp, Aweber, and Drip will do everything from launch sequences, welcome messages, wish customers a happy birthday, post purchase follow-ups, and abandoned cart recovery.

**7. Business analytics reporting** - Tools like Cyfe take care of this issue by providing one convenient dashboard where you can monitor everything from analytics, marketing, sales, social media, and customer support.

**8. Customer support** - Automated tools like Salesforce help desk give you the chance to handle after-hours support, improve conversions, preemptively address any questions or concerns, reduce the workload for your team, and assist customers with resolving a problem as quickly as possible.

entrepreneur.com

# Adding Humanity into HR Compliance: Creating a Coaching Culture—Doing vs. Understanding

Recently, a Fortune 50 company, which requested anonymity, hired Chris Coffey, a Marshall Goldsmith Stakeholder Centered Coach, to work with its general manager (GM) of marketing. Employees viewed the GM as an intense, difficult-to-approach, results-oriented machine; a highly knowledgeable but impatient individual; and a person who was both driven and resistant to sharing his knowledge to help others perform more effectively.

When the GM learned this information through a 360-degree evaluation, he was surprised and eager to change. He committed to:

- Improving collaboration to enhance business performance.
- Sharing knowledge and expertise with others.

His behavioral action plan based on suggestions from stakeholders included the following:

- Ask good questions and be open-minded.
- Listen authentically and fully to other people's ideas.
- Build off of others' ideas before giving your own or rebutting their suggestions.
- Engage in both dialogue and debate when appropriate.
- Be more approachable and patient.
- Be a thinking partner instead of a critic.

The process was so successful as documented by his stakeholders that the GM thought, "Why should these benefits be limited to me and my stakeholders? The entire marketing division could benefit."

At the same time, HR conducted a companywide employee survey. The results indicated a need and desire for managers to become better coaches and mentors.

With HR support, marketing leaders launched a pilot project across their division of 205 marketing employees. Coffey redesigned the coaching process to have a group-based focus instead of an individual one.

29 marketing managers (2 GMs, 9 of their direct reports and 18 managers) had 2 goals:

- Become a better coach and mentor to direct reports.
- Help the managers below them become better coaches and managers to their direct reports.

After learning the coaching methodology, the marketing managers took action. They communicated their goals, engaged their direct



reports and stakeholders, created and implemented action plans, shared the action plans with their stakeholders and followed up monthly.

The managers began executing their action plans and holding each other accountable to do the same.

According to an HR partner involved in the process, "it was important that HR measure the effectiveness of this coaching process. So, 6 months after the beginning of the engagement, we had a confidential, third-party-administered electronic survey done of division employees. It asked, 'How satisfied are you with your manager in his or her becoming a better coach and manager since starting this coaching process?' The survey measured results using a five-point scale ranging from 'highly satisfied' to 'dissatisfied.'

"The results were nothing short of astounding: 46% were highly satisfied, and 40% were satisfied. That's an 86% success rate after only 6 months!"

HR plans to conduct another survey later this year.

The marketing GM said, "The process has been incredibly helpful to me. I wasn't aware of my opportunities to grow. Now I love being seen as a trusted advisor and valued resource. And I especially love the overall impact this coaching process has had on the entire marketing division. I am hopeful this coaching process is expanded throughout the company."

The HR partner summed things up this way: "As an HR professional, I'm grateful for this opportunity to help our managers become better coaches and mentors. The better our managers do this, the better their relationships with their employees, the better we do in HR, and the better we do as a company."

Now this company is able to use the example from their marketing division and continue to grow and sustain this coaching culture in other parts of their organization.

## EMPLOYEE BENEFITS



## Digitization: Reducing costs, improving health

The U.S. continues to experience increasing healthcare costs, rising nearly a trillion dollars from 1996 to 2015 according to the Journal of the American Medical Association.

Yet the Centers for Disease Control and Prevention (CDC) reported that 20% to 40% of these could be prevented. The CDC also reported that productivity losses linked to absenteeism costs employers \$225.8 billion annually, or \$1,685 per employee.

More than ever, employer clients are turning to technology to help support their employees' well-being and prevent sickness before it happens, reducing absenteeism and insurance premiums, while promoting a culture of wellness.

### Fitness tracking becomes mainstream

One area where we've seen considerable advancements in recent years is fitness tracking. Some workplaces are offering fitness trackers to help their employees live a healthier lifestyle. This in turn will give employers more data from which to target future health initiatives that help encourage proactive lifestyle changes.

### New technologies bring deeper insights

Looking into the near future, there's major potential for employers to use technology, including virtual reality and augmented reality as drivers for healthier, happier employees. There's now a range of applications using technology that analyzes lifestyle data to help provide a real indication of how a person's diet and exercise regime will impact their physicality.

When combined with artificial intelligence, employers could have the ability to use data gained through fitness tracking (number of steps, weight, etc.) to look at potential chances of health-related issues down the road. This insight could drive employees to reflect on better lifestyle habits and consider those that are having a negative impact on their health. Meanwhile, employers will get a better idea of the predicted cost of employee healthcare, sick leave and the measure of ROI in relation to benefits spend.

All of the above solutions demand that employees share a large amount of personal, potentially sensitive data with their employers. As a result, concerns about trusting employers with that data are inevitable. Employees need to be sure any information collected about their health will not impact their relationship with their employer. If a predisposition for heart disease in an employee is revealed, that individual will want assurance that employers won't give preference to another employee when considering a big promotion over the anticipation of a possible illness. To counter this risk, it's likely that employees will want a contractual agreement with their employer before handing over this information.

As healthcare costs continue to rise, digitization provides an efficient way of delivering targeted and preventative well-being support for employees. By creating a more health-aware workforce, we can reduce health issues and create a happier, healthier environment for both employers and employees alike.

## WORKERS' COMP



## The Only Thing That Will Change is Your Bottom Line

Worker's Compensation is a critical business issue. If you haven't thought much about it, chances are it's costing you too much – and if an incident happens, it can cost you a lot more.

KeyHR will work on your behalf in dealing with premiums, claims, regulators and injured workers to ensure the best possible outcomes for your business, your employees, and your bottom line.

Let us help you eliminate surcharges, premium deposits, audits, modifiers and sometimes down payment & lower overall workers' compensation cost in all facets of coverage.

### Our PEO Services offered include:

- Payroll
- Benefits
- Workers' Compensation
- Human Resources
- Risk Management

To get more information on a PEO click here:  
<http://keyhro.com/peo>



## Trust KeyHR to Provide You With...



Access to more service providers than any other business of our kind.



Specialists in every area of Human Resources



Savings from 20 to 40 percent off your bottom line



Solution for companies at all stages of development-from start ups to fully mature



A firm commitment to stay current on the laws that affect your industry and business

## WE ARE THE KEY TO YOUR SUCCESS!

Want to learn more about what KeyHR can do for your business?

### Contact us today!



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IABA has selected Key HR as a Trusted Partner to provide its members with the best solutions in Human Resources, Payroll, Human Capital Mgmt., and many other departments that help small to medium sized businesses reach their most profitable potential. Many IABA members are currently using Key HR's services in order to focus their goals on growing their businesses while Key HR focuses on meeting all their HR needs. The partnership between IABA and Key HR has been a huge success and we look forward to working with IABA and its members for many years to come.

Please reach out to the IABA Team at 321-765-9006 or at their website: [IABUSA.com](http://IABUSA.com). If you would like further information about the services Key HR offers as well as the benefits of our partnership, please contact Ron Olewinski at Key HR for more information. If you would like to know more about IABA, please contact Prashant Patel for further details.

### GOLF CORNER

## BRETT DREWITT

### Upcoming Tournaments



EVANS  
SCHOLARS  
INVITATIONAL

Thursday May 23 - Sunday May 26, 2019

Glenview, IL