

## Summary note – Fit for the new dawn – business support webinars

### Developing a recovery roadmap

#### Our regular speakers:

Paul Jacobs and Howard Greenwood from *LoveWorkLife*

Dave Pye and from *ToAugment*

#### Quotes

“Listen at pace. Listen to what your people are saying and do something about it very quickly.” – **Dave**

“Don’t be afraid to use old school methodology but with new school thinking – don’t just think what you can fix but think what you can improve.” – **Howard**

“You don’t know what you don’t know. Connect with people who can show you how to move forward, how to grow and how to develop.” – **Paul**

#### Your questions answered

##### Q. What are the key elements of a strong culture and how do I achieve it?

- Purpose is the heart of a strong culture; it’s important to feel proud about your business. Try to foster a sense of belonging across your organisation.
- Ensure you have a powerful mission statement – it must be all about the people that you serve.
- Be a “cultural ambassador”, it’s about your character, as a leader, that you display and build on those good points: act responsibly, be honest, manage people’s expectations, learn and provide learning opportunities to your employees (learn how your customers and candidates are behaving).

##### Q. Is there a way to measure cultural change?

- Staff turnover is one of the key indicators of your people’s satisfaction and loyalty to the business. High turnovers can be damaging to your relationships with customers and your business performance overall.
- Survey your employees regularly (e.g., employee satisfaction surveys) and carry out asset tests.

##### Q. How do I identify ineffective business processes and how do I improve them?

- Review (regularly) and identify if your processes are fit for purpose (e.g., your CRM) and are they causing attrition; think “does the process create stress/waste?”.
- Stop saying “we’ve always done it this way” and challenge your thinking; if something can be automated then it needs to be reviewed, ask “will automating X enhance the lives within/outside of the business?” and “will automation create value?”.
- Evaluate your KPIs – do they reflect the culture of your business and do they inspire to perform, or can they be “cheated” to hit that number, in which case they need to change.
- Research the market (listen to its needs) and your competitors – see what is working for them and can you adopt and incorporate those things into your business.

**Q. What is your advice around managing current HR issues?**

- Onboarding, induction, training etc., can be split between online and face-to-face sessions; delegate where possible – have a mentoring or a “buddy” system in place, segment the training and do daily coaching (for an hour) on things new starters can put in practice straight away. Do not neglect training and coaching your managers.
- Be careful, as a lot of these issues/topics are sensitive (e.g., disciplinaries or redundancies). Tough and/or personal discussions, where possible should happen in-person. Do not give difficult news over text, as this can also negatively impact not only your people but the overall company culture. Ask yourself “how would I want to be treated under similar circumstances?”.

**Q. How can I make the office and home working environments safe for my staff?**

- Have a Health & Safety plan in place and make sure your staff is familiar with it.
- Ensure you have high hygiene and engineering control levels e.g., hand sanitisers, masks, potential temperature regulatory procedures and make sure your common areas are clean.
- Set up visitor control measurements and management; bear in mind that people who your visitors get in contact with first (e.g., security or reception) represent your business – speak with them and ensure they portray the right image.
- Carry out a Display Screen Equipment (DSE) checks for all employees at home and in the office – supply your workers with the right tools and kit.
- Broadband is important – provide specific advice and help put in place routers and other devices/measures where employees can use the ethernet instead of the Wi-Fi (as more reliable) at home.
- Support lone homeworkers –regular support and checks are necessary to make sure they are OK.

**Q. What skills should I, as a leader, develop to improve business performance?**

- Importantly, invest in yourself – seek advice from other professionals: peers, coaches, mentors.
- Work on being a decisive leader who drives results and shows direction. Learn to listen and react to what’s being said and listen to what is not being said (company culture starts from the top).
- Connect with those who can help you grow – personally and professionally.

All REC members can seek further advice around H&S assessments (especially when working from home) by contacting [Richard Charnock](#) or the REC directly at [info@rec.uk.com](mailto:info@rec.uk.com)

## REC support



REC is currently offering a **25% discount** on all REC training courses which are being delivered online. Please note that the discount cannot be combined with other discount or promotion offerings.

REC is offering the “Essentials Skills for Temporary Recruiters” course **free of charge** exclusively to current REC Professionals members (subject to availability). Offer is valid until end of September 2020.

REC is also offering the “Start-up a recruitment agency” course **free of charge** to all REC Professionals members (current and in active membership prior to 1st March 2020) who have been laid off due to the pandemic (subject to availability and proof of your circumstances will be required). Offer is valid until end of October 2020.

Please email us ([info@rec.uk.com](mailto:info@rec.uk.com)) to access this offer.

## Presenters' contact details

	
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