

Employer Resource Networks

A Human Capital Engagement Strategy

**April 9th, 2015
Lansing, Michigan**



West Michigan TEAM



A nonprofit organization pioneering breakthrough approaches to workforce development. We:

- Improve workers' lives, increase business success and optimize government impact.
- Bring together private, public and nonprofit organizations to strengthen local economies.
- Create vibrant local networks that benefit employees and employers using a unique, proven Employer Resource Network model (ERN).

Employer Resource Network model

What it is:

- 5 to 10 Employers (Manufacturing, Health, Hospitality)
- Identify common needs = Retention, Training, Advancement
- A Demand-driven Private / Public partnership
- Imbed a Success Coach onsite in the HR processes
- Available to all employees along the wage continuum
- Businesses invest upfront and sustains based on ROI

What is an Employer of Choice

1 What Is It?

An employer of choice is one in which people desire and choose to work for. It attracts people to it and has a culture that makes it hard for people to leave because it is such a great place to work. Employees offer their discretionary effort, are actively engaged and are genuinely concerned about the health of the company.



▪ **CULTURE** (people treat one another with dignity and respect)

▪ **ENLIGHTENED LEADERSHIP**

Leaders who. . .

- Are servant leaders
- Develop high trust relationships
- Value diversity and create an inclusive culture
- Are approachable
- Humbly listen to and are willing to be influenced by employee feedback
- Are emotionally intelligent

▪ **ORGANIZATIONAL PRIDE** (community engagement)

▪ **POLICIES AND PROCEDURES** (reinforce)

▪ **DEVELOPMENT OPPORTUNITIES**

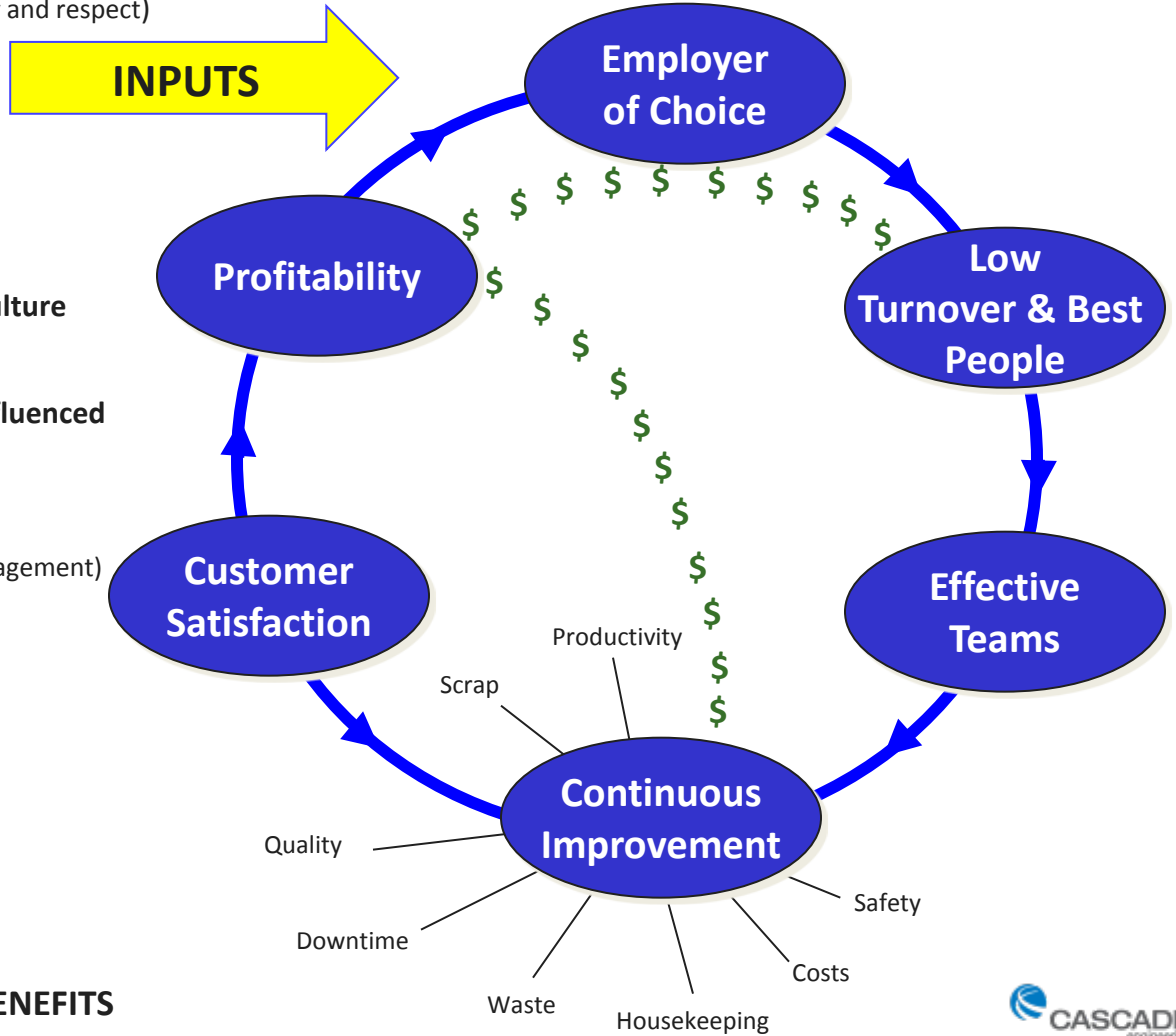
▪ **CAREER OPPORTUNITIES**

▪ **SAFE WORK PLACE**

▪ **MEANINGFUL WORK**

▪ **JOB SECURITY**

▪ **COMPETITIVE COMPENSATION and BENEFITS**



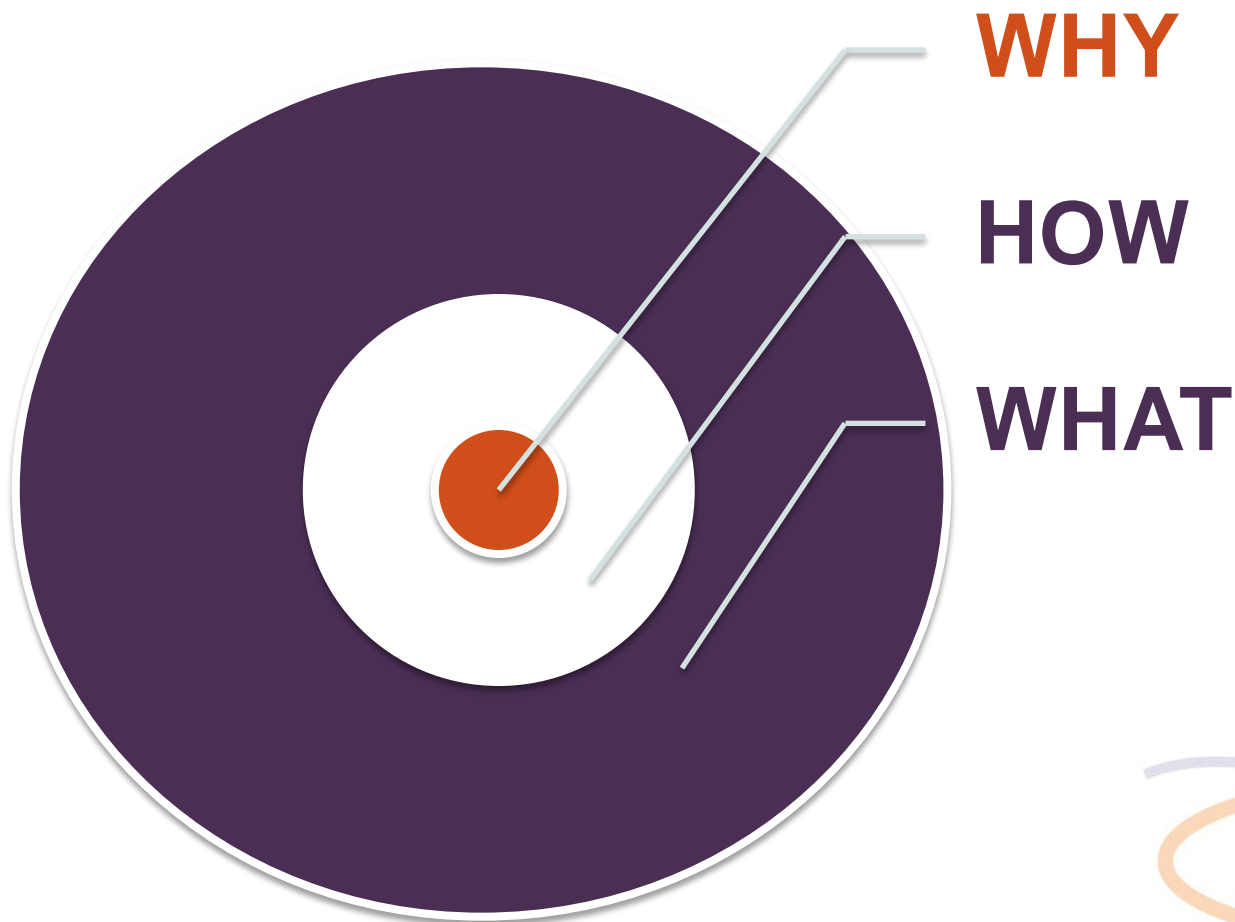
To be an Employer of Choice

Building a Culture

- **Selection – fit to job and culture**
- **On-boarding – setting behavioral expectation**
- **Paradigm shifting training programs – challenge employee's basic thoughts and move them to action**
- **Paradigm shifting leadership development – to change leader behaviors**
- **Measure the culture – employee opinion surveys**
- **Policies and procedures – how do you deal with employees and leaders whose behaviors are counter to the culture you wish to develop and maintain?**



Golden Circle Theory*



“If you hire people just because they can do a job, they’ll work for your money. But if you hire people who believe what you believe, they’ll work for you with blood, sweat and tears” Simon Sinek



Targeting Employee Engagement

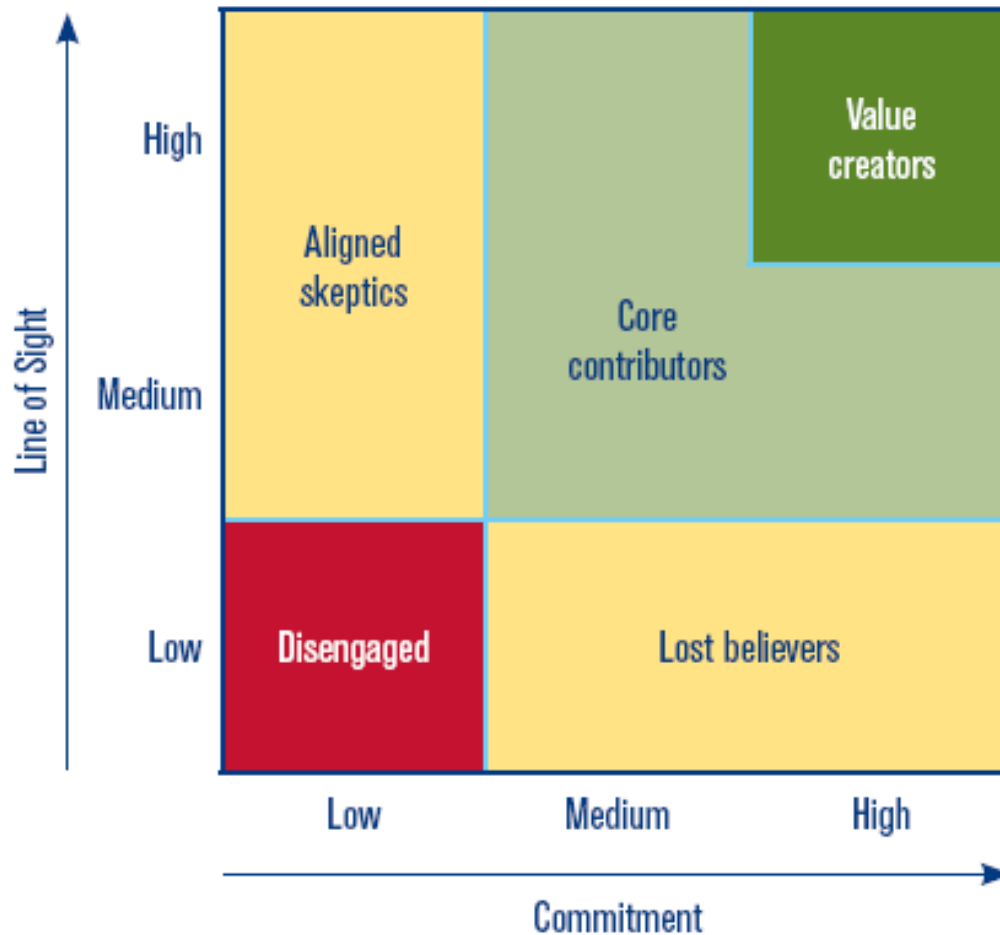
“Targeting programs to increase engagement for specific employee segments can be more effective than a one-size-fits-all approach. A targeted approach allows organizations to highlight key drivers of engagement for each employee segment rather than waste resources on programs with little appeal to the targeted segment.”

Watson Wyatt, **2007/2008 Work Attitudes Report**

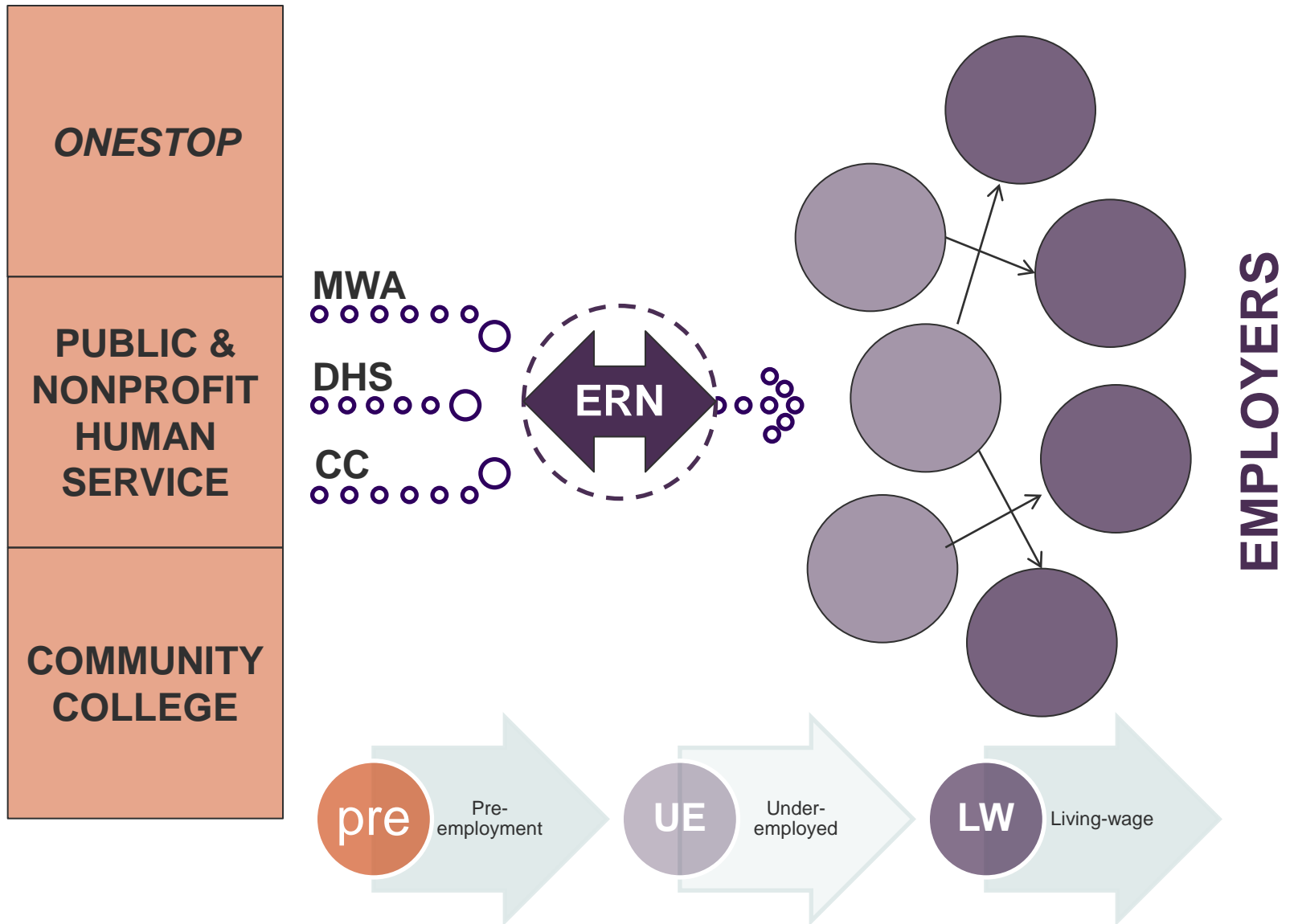
“Understanding the needs of the concrete vs. carpet side of our team.” **Giacomo Falluca, President, Palermo Pizza**

Employee Segment Action Matrix

Watson Wyatt 2007/2008 Work Attitudes Report



Employer Resource Network Architecture



An ERN can help find solutions

Employee

- Stress
- Childcare
- Financial Pressures
- DHS benefits
- Relationship conflicts
- Aging parents
- Substance abuse
- Transportation
- Housing / Foreclosure

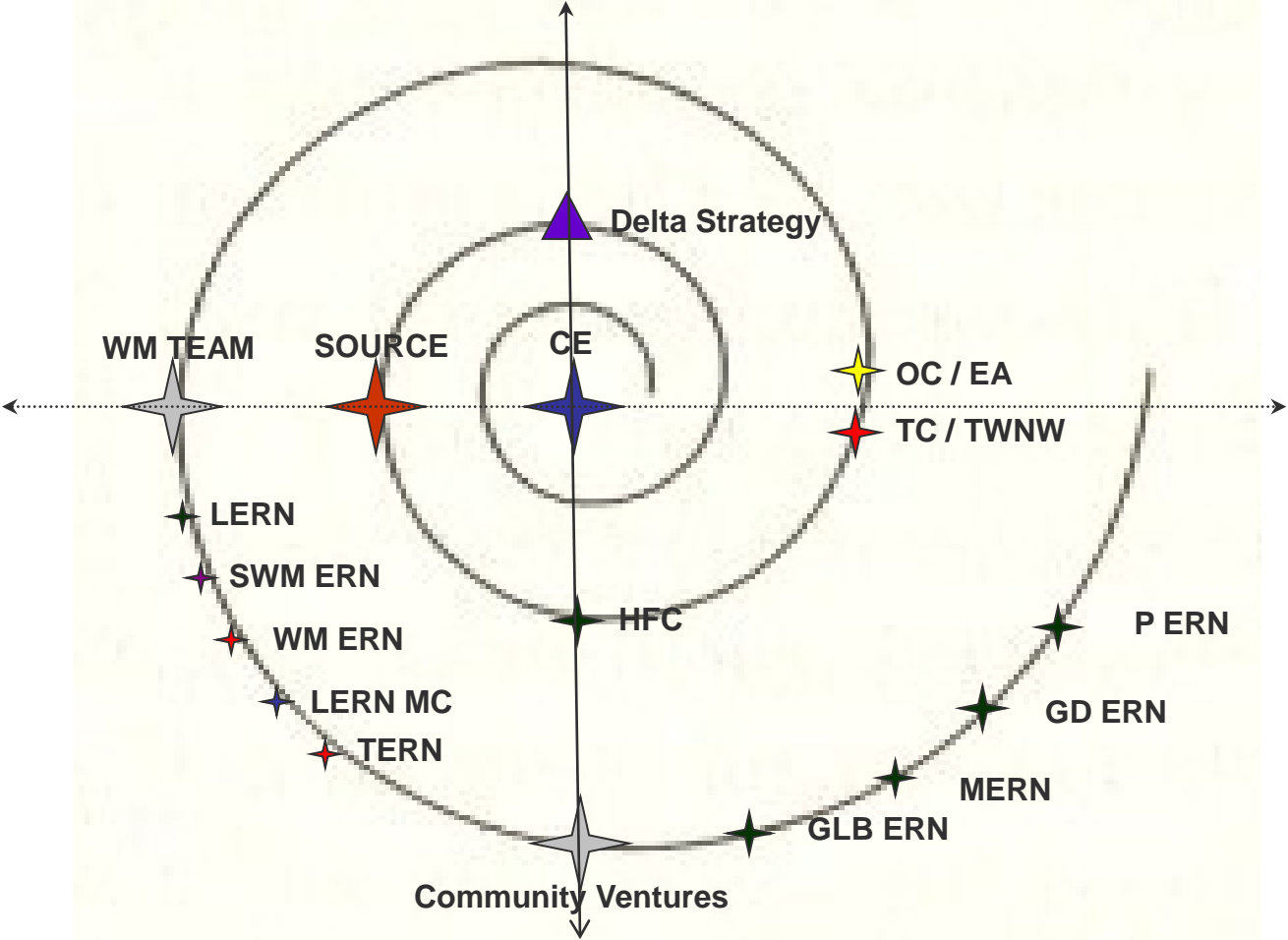
Employer

- Increased productivity
- Reduced absenteeism
- HR productivity increase
- Outsourced social work
- Increased EAP usage
- Employer of Choice
- Increased retention
- Reduced training cost
- Reduced recruiting costs

The Lakeshore ERN of Mason County

- ***Employer Members:*** Brill Co, Change Parts, FloraCraft, Great Lakes Castings, Kaines WM, Ludington Daily News, MetalWorks, Spectrum Health Ludington Hospital, West Shore Bank, Western Land Services, Whitehall Industries
- ***Partners:*** *United Way Mason County, Mason County DHS, MWA West Central, West Shore Bank and West Shore Community College*
- ***Success Coach:*** *Nicole Schwarz (United Way Mason County)*
- ***Formed :*** *September 2013*
- ***Average ROI for 2014:*** *228%*
- ***EOC Training:*** *Over 50 Executives and managers*
- *Also collaborated on Daycare and working on Health / Wellness*

Adaptation Dynamics





West Michigan TEAM

partners in
workforce innovation

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