

Live Webinar

Bouncing back: how small businesses can succeed in 2020

Featured speakers:



Alistair McDonald,
Head of Business Development
and Marketing - enableHR



Colin Wilson,
Director, Key Business Advisors
(Platinum Partner of enableHR)



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Today's webinar will cover:

✓ Setting the right pathway for success

- What does success look like for you and your business?
- What does success look like for your staff?
- Why you must implement 'Best Practice' principles?

✓ Ways to engage your staff for greater outcomes

- Understanding the power of leadership and collaboration
- Creating new projects that build motivation
- The importance of recognition and praise

✓ 5 ways HR software can help your business

- Record keeping
- Recruitment & Induction
- Contract compliance
- Policies & procedures
- Performance management

✓ Ripping the band-aid off for greater outcomes

- It's time to get your business back on track
- Make the right decisions to move your business forward
- The importance of seeking clarity on your goals and objectives

✓ Ways to develop new business opportunities

- Showcasing your business
- Looking at ways to be innovative
- Leading from the front and being proactive

GoToWebinar housekeeping

The screenshot shows the GoToWebinar Viewer window. The main content area displays the following information:

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- Webinar:** Tuesday 20 October 2020 | 1 PM – 2PM AEDT
- Action:** Reserve your place (button)
- Featured speakers:**
 - Alistair McDonald**, Head of Business Development and Marketing - enableHR (with enableHR logo)
 - Colin Wilson**, Director, Key Business Advisors (Platinum Partner of enableHR) (with KEY BUSINESS ADVISORS logo)

The Citrix logo is visible in the bottom left corner of the viewer window.

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01

Setting the right pathway for success

What does success look like for you and your business?

Key points:

- It's all about having a positive mindset and the direction you want to take your business.
- Many businesses have pivoted into a new direction during this lockdown, but as you open/ reopen, what does success look like now?
- You need to have that vision and a solid pathway to get your business back on track.
- This is all about what you want for you and your business i.e., We all need to accept the new normal is a better way of doing business!



What does success look like for your staff?

Key points:

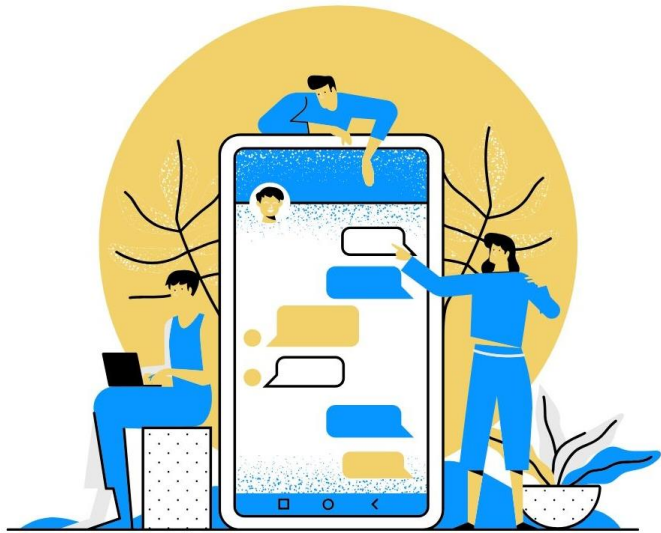
- You need to show the pathway for your staff to follow of what your business needs in order to survive.
- Your staff should understand the 'reasons why' i.e. the need to change, diversify or the new direction.
- Your staff should have clarity of what the business needs to do to achieve better outcomes.
- Your staff needs to buy-in with these 'reasons why'.
- This is about delegation and leadership.



Why you must implement 'Best Practice' principles?

Key points:

- Do not fall into the trap of being reactive and live in that vicious circle.
- Most of us have been reactive during COVID-19, and that's OK, but now is the time to rebound and get back on track.
- Follow 'Best Practice' methods to reduce stress and anxiety for you and your staff.
- Best Practice methods are tried and tested methods that produce results.
- Having a bird's eye view of how your business is performing is key for better success.
- You also need to start working out how your business can perform without the government incentives.



The background features several decorative circles in various colors and sizes, including a large teal circle in the top left, a large orange circle in the top right, a medium blue circle in the middle right, a small light blue circle in the middle left, a medium red circle in the middle left, a small orange circle in the bottom left, a medium blue circle in the bottom left, a small green circle in the bottom right, and a large light blue circle in the bottom right.

02

Ripping the band-aid off for greater outcomes

It's time to get your business back on track

Key points:

As discussed earlier, you need to follow best practice standards for more sales activity:

- ✓ Follow-up your leads from your marketing activities.
- ✓ Follow-up on the proposals that have been sent.
- ✓ Follow-up all existing and past customers.
- ✓ Ensure you capture all information into your CRM.
- ✓ Look for those cross-sell and up-sell opportunities.
- ✓ Build your sales pipeline.



Based on the above you should be able to do some forecasting on your potential income opportunities.

**For Retail and Hospitality, be ready for those customers who will return back as restrictions ease!*

Make the right decisions to move your business forward

Key points:

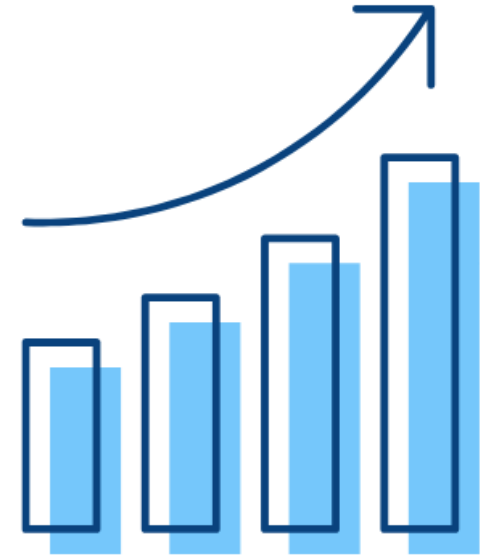


- Sales are the bloodline of any business. Melbourne businesses that are in Stage 4 restrictions- it is time to start planning.
- You need to have good insight of what is happening today and good foresight of what could happen tomorrow.
- Managing your finances is 'key' for survival.
- Managing pipeline or forecasting your potential revenue will help you make better decisions.
- Make informed decisions; Leverage from your accounting software like Xero or MYOB, which lets you predict sales revenue, purchases and expenses.

The importance of seeking clarity on your goals and objectives

Key points:

- You want to be in the driver's seat of running your business.
- You want to be sure that your goals and objectives are realistic.
- Seek professional advice to help you trade out of COVID-19 before you make any irrational decisions.
- You need to have your team 100% on board with your goals and objectives.
- Be confident with your goals and objectives. You must execute and not look in the rear-view mirror.
- Knowing your sales, purchases and expenses help you make informed decisions for today and tomorrow.





03

Ways to engage your staff for greater outcomes

Understanding the power of leadership and collaboration

Key points:

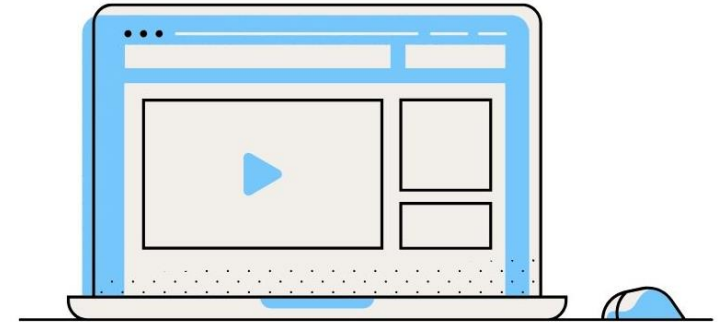


- COVID-19 has shown us that 'collaboration' is a powerful tool – demonstrates good leadership and engagement.
- It will help your staff create better outcomes.
- You should always link everything back to your Mission, Vision and Values in your business.
- Sharing some of the Best Practice methods will create a positive environment.
- Being in business especially during COVID-19 has not been easy, but by collaborating with others and local like-minded businesses help with mental toughness.

Creating new projects that build motivation

Key points:

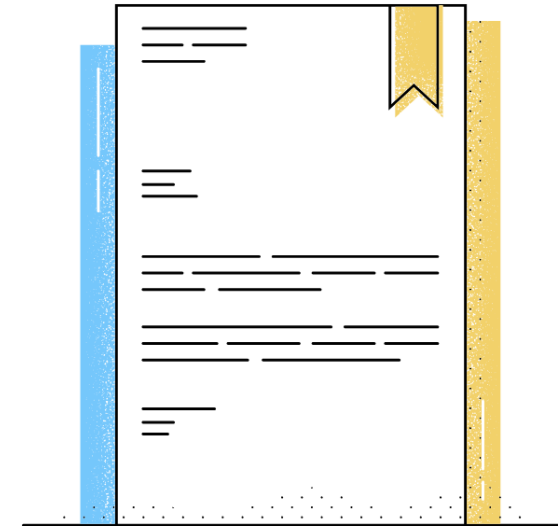
- Many staff hate the word 'change' and we all had to certainly do some changes during COVID-19.
- Creating projects with a start and finish date, then this creates more focus and motivation.
- Projects can be small or large, but they cannot drag out.
- Projects can involve people from different departments which creates better employee engagement.
- Projects can involve outside consultants to come in to ensure it is completed.



The importance of recognition and praise

Key points:

- Builds confidence.
- Demonstrates that you care.
- Shows that you have taken interest.
- Demonstrates that you believe in your staff.
- It is leadership and mentorship.
- Staff feel appreciated and will be more loyal to your brand.
- Keeps people engaged and focused to do even better next time.
- During this Pandemic showing your appreciation with the way your staff have responded in adversity definitely needs to be acknowledged!





04

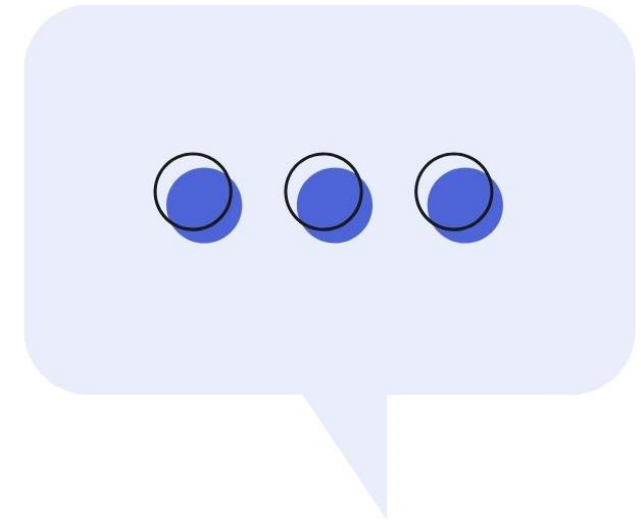
Ways to develop new business opportunities

Showcasing your business

Key points:

- Don't assume your customers know everything about what you have to offer.
- You may have a product or service that was not as relevant during COVID, but now it is very relevant.
- Concentrate on what you are good at and known for and showcase your business.
 - ✓ Social media
 - ✓ Blog/ Newsletters
 - ✓ Direct emails
 - ✓ Phone calls
 - ✓ SMS
 - ✓ Webinars
 - ✓ Postcards
 - ✓ Gifts

All of the above is about thinking differently and refocusing your energy!



Looking at ways to be innovative

Key points:

- During these uncertain times you need to be innovative and also agile to create the switch.
- Brainstorm with your team of what other products or services can you offer.
- Look for other income opportunities and think outside the square.
- What other products or services can compliment your current offerings?
- Look at packaging your products or services by offering more value i.e. bundling, cross-sell or up-sell incentives and value-add to what you offer.
- Create a project and market it!



Leading from the front and being proactive

Key points:

- Leading from the front compliments being innovative and agile.
- Look at your competitors.
- What are you doing well and not so well?
- Ask you customers, what other value-added products or service can we offer?
- Brainstorm this with your team and create projects.
- Do a mini launch and test the water.
- If you have something special that you think will create energy within your team and better revenue, then don't hold back!





05

5 ways HR software can help your business

Record keeping



Key points:

- Fair Work Compliance
- Best Practice
- Recording the good, bad and the ugly
- It can be used for future conversations with staff i.e. empowerment, training or constructive
- Should something go wrong you have a history of all conversations and documentation of every discussion
- This will save you from high penalties \$\$\$ in the future!

Recruitment & induction

Key points:

- Create a Position Description
- Create a Job Ad and link it to Seek
- Merge and create candidates
- Convert a candidate to employee
- Create an Employment Contract
- You can onboard and induct a new hire through a simple checklist
- Record all the onboarding process in a file



Contract compliance

Key points:

- All contracts are underwritten by a Lawyer from FCB
- As legislation changes, enableHR contracts are updated
- In-line with Best Practice Legislation
- enableHR contracts support businesses and minimises risks
- It is a step by step process when creating contracts



Policies & procedures



Key Points:

- Compliance with Fair Work Obligation
- Library of policies to support Best Practice
- Customise policies and procedures (Both HR and WHS)
- Your policies and procedures are available under the eSS (Employee Self Service Tabs)
- You receive an acknowledgement every time you send out new or updated policies and procedures

Performance management

Key Points:

- Provides you with pre-employment, employment management and termination processes
- Helps you handle and support you with people management i.e. probations, performance management, terminations, etc.
- Library of performance documents to support you with performance discussions
- You can set up 360 appraisals under the OPR (Online Performance Reviews)
- You have an integrated step-by-step checklist that tells you what to do



The background is a light blue gradient with several colorful circles of various sizes scattered across it. The colors include green, orange, light blue, pink, and purple. The circles are positioned at various points, such as a large green circle in the top left, a large orange circle in the top right, a large light blue circle in the bottom right, and a large purple circle in the bottom left. There are also several smaller circles in the same color palette.

Q&A session!



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