



Human Resources: HR Practices to Build a Strong Workforce

Presented by: Katie Marie Meyer
March 27, 2025





Today's Facilitator

Charles Smitherman

APRO

Chief Executive Officer

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Today's Presenter

Katie Marie Meyer

GRO Consulting

Katiemarie.meyer@grohrconsulting.com

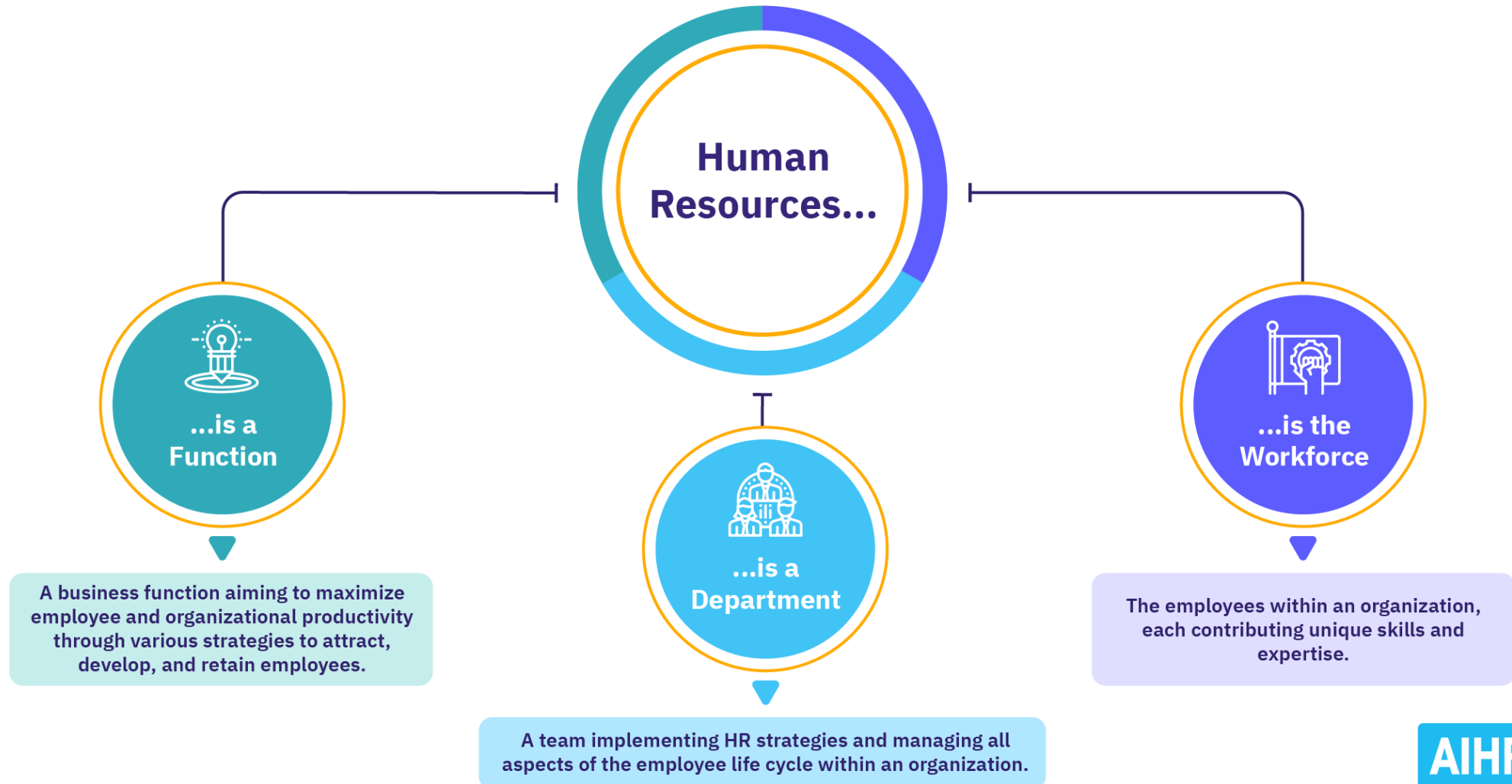


Agenda

- Introduction:
What the Heck is HR, and Who the Heck am I to talk about it?
- Branding and Hiring
- Positive Culture
- Employee Performance
- Sum Up and Resources
- Questions & Answers
- Feedback



What Is Human Resources?





Katie Marie Meyer, SHRM-CP

- Society of Human Resources Management- two levels (CP and SCP)
- CR20 for 3.5 years
- HR for 8 years, HR Consultant for small to medium-sized businesses the past year
- Idaho/Virginia, expecting our first baby - it's a boy!



Employee Life Cycle #1-2

Brand Attraction and Hiring:

- What are you selling?
- How are you marketing your business to the right employee market?
- What do your job descriptions look like?



Brand Attraction and Hiring Questions



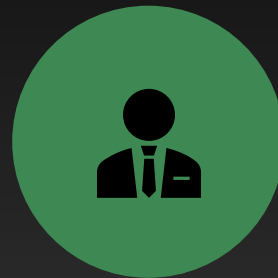
Employee Referrals- Do you have a referral bonus? Do employees know about it?



Do you share pictures and stories of your people on social media? Do you have events for employees to have a community at work?



Where are you marketing? Are you in the community?



Hiring- Are you hiring people with the same strengths and weaknesses as you or are you hiring a plethora of people who compliment one another's strengths? *Gen Z and Alpha





Positive Culture

A culture that is supportive and makes employees feel like they have the resources and assistance to accomplish their tasks.



Benefits and Perks

Benefits:

- Be creative: Not everyone wants traditional insurance.
 - Stipends
 - Direct Primary Care doctors
 - Partner with local businesses for child-care or gym perks

Perks:

- Have perks for the role and perks for the high performer
 - Perks for the role: a different hourly schedule, tips, profit share percentage, etc.
 - Perks for the high performer: rolling Saturdays off, an extra profit share percentage, raises, extra earned PTO



How to Keep High Performers

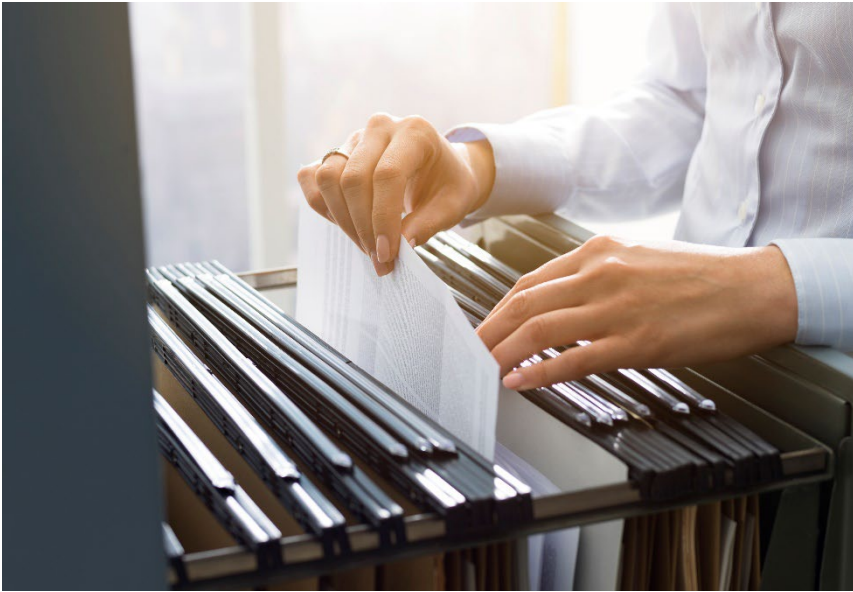
Avoid burnout

Accountability to the rest of the team

Ensure they know their work is valuable

Continue to build into and listen to
these employees





Career Mapping

- Build into your people:
 - Cross-train
 - Professional Development
 - Opportunities to network and learn from others (mentors or give access to APRO!)
 - Give stretch assignments
 - Show employees you value and trust them
 - Celebrate them!



A photograph of two men in blue uniforms and caps loading a white sofa into the back of a silver van. The van is filled with cardboard boxes and other items. The scene is outdoors, with a building and greenery visible in the background.

Employee Performance

FEEDBACK IS KEY



Your High Performers turn into Low Performers

Fastest demotivating actions:

- Not holding accountability
- Not rewarding a job well-done
- Not following through on values or promises
- Not being honest through actions
- Not being consistent





PIPs for low performers

Performance Improvement Plan: create success stories and have them written down, be consistent

- Verbal Conversation x2
 - Reminder of training and questions on why it's getting missed
 - Reminder that this action is important and need to see change
- PIP
 - Outline the action happening and what needs to be done ASAP to fix it or else this will lead to termination
 - Monitor over 1-2 weeks
 - Write down instances of successes and failures
 - Terminate if failed!
 - Sign off as success if succeeded and have employee sign!



Resources

Books: Crucial Conversations, anything
Patrick Lencioni, 101 Tough
Conversations to Have with Employees

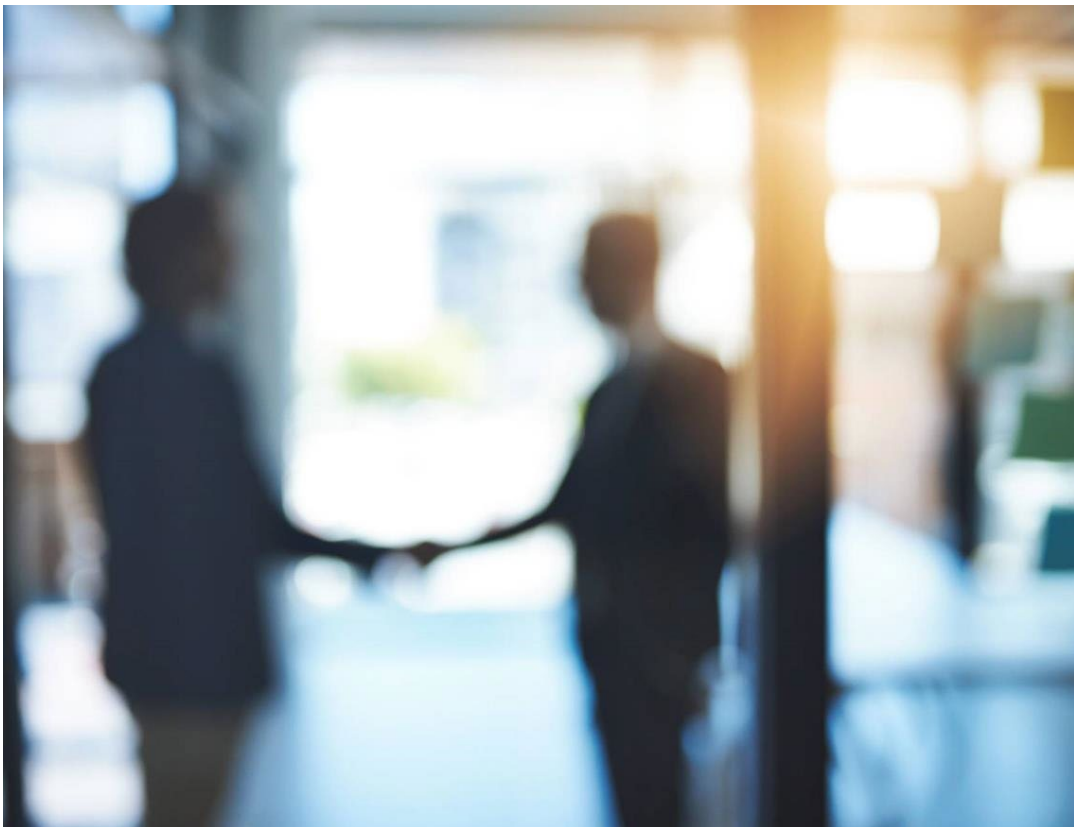


Gro HR- contract or hourly
based on needs:

<https://gro.consulting/hr/>

Local SHRM group





Thank you!

Katie Marie Meyer

540-397-4485

Katiemarie.meyer@grohrconsulting.com

www.groconsulting.com



Thank You!
Questions/Discussion





LEAP
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LEADERSHIP 101
JUMPSTART YOUR LEADERSHIP WITH 10 EASY STEPS

The graphic features the word 'LEAP' in large blue letters with a red and white figure jumping over the 'A'. Below it, the text 'HOSTED BY APRO AND THE TRIB GROUP' is in a smaller blue font. The main title 'LEADERSHIP 101' is in bold black, followed by the subtitle 'JUMPSTART YOUR LEADERSHIP WITH 10 EASY STEPS' in a smaller black font. The background has a light blue and white geometric pattern.

Presented By: Dan Fisher

April 8, 2025 | 2:00 PM CT / 3:00 PM ET



REAL ESTATE
A Strategic Look at
Leasing, Buying, and
Protecting Your Store
Locations

AN **@PRO** WEBINAR



The graphic has a light blue background with a blue diagonal stripe. It features the title 'REAL ESTATE' in bold blue, followed by the subtitle 'A Strategic Look at Leasing, Buying, and Protecting Your Store Locations' in a smaller blue font. Below this is a blue bar with the text 'AN @PRO WEBINAR' in white. Two portrait photos of men are on the right side.

Presented By: Larry and Steven Carrico

May 15, 2025 | 2:00 PM CT / 3:00 PM ET

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