

I Need 5 Volunteers!
(Prefer fans of Bravo TV's
***The Real Housewives*)**

You Will Be Rewarded!!!

The REAL HR of Small Business

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Director of People Operations & Culture @ Willory



About Me

- **Christie L. Engler, MHRM, SPHR, SHRM-CP**
- Christie Engler is an HR practitioner with over 15 years' experience in the field. Christie has worked with hundreds of small and mid-sized businesses, primarily in the outsourcing space.
- Christie is the graduate of The Ohio State University and the Keller Graduate School of Management at DeVry University. She has earned the SPHR and SHRM-CP certifications. Christie is a member of SHRM and HRACO.
- Christie lives in Columbus, Ohio with her wonderful husband, James, and their two daughters, Avery and Emily. She spends a lot of time at Orangetheory Fitness and is a fanatic of Ohio State football.
- Christie is the Director of People Operations & Culture at Willory. She is an adjunct professor in HR and co-authored People Fusion (released January 2023).



Today's Agenda



Defining 'Small Business'



Top 5 Challenges



Becoming a Strategic
Partner



Resources



How Small is Small (Business)?

Small Business Parameters

- Industry/NAICS
- Employee Size
- Annual Receipts
- Started WWII
- 50 – 250 Employees (Wholesale & Retail Trade)
- 250 – 1500 Employees (Manufacturing & Others)
- \$1million - \$5 million (Agriculture)
- \$5 million - \$40 million (Others)

Source: U.S. Small Business Administration, SBA's Size Standard Methodology, April 2019, [sba.gov](https://www.sba.gov)

**Huge Difference
with 5/50/250/500
Employees!!!!**



Top 5 Challenges for HR in Small Business

Housewives Style

*‘I would love to have a plan
to promote diversity &
inclusion in my
organization. But first I
have to teach management
what an I-9 is.’*

Challenge #1 - HR Basics

- The Struggle is Real
- Just Trying to Stay Afloat
- Compliance
- In a World of Big Ideas...



*‘Just because it’s
2023 doesn’t mean
we can’t manage
like it’s 1970.’*

Challenge #2 - Management

What you have

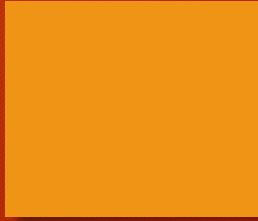
- Generational differences
- Afraid for future?
- Us vs. them mentality
- Let's stick it to 'em!
- Punish & control employees
- Entrepreneurs



What you want

- Solid management team
- Collaboration
- Harmonious environment
- Growth & development
- Employees have a voice

*‘The greatest tool
at my disposal?
Microsoft Excel -
spreadsheets are
my life!’*



Challenge #3 - Technology

- Who needs an HRIS?
- Spreadsheet hell
- Benefits administration - enrollments & carrier feeds
- Limited resources
- Business hasn't quite caught up (yet!)



‘I would gladly hire a three-headed, fire breathing, purple monster if he/she/they would show up for work every day.’

Challenge #4 - Recruiting

- We need someone NOW!
- Time & money
- Not able to recognize problems
- Culture
- Lack of confidence in the organization
- Stuck on 'post & pray'





‘Which of my 37 hats should I wear today?’

Challenge #5 – Lone Fish, Big Pond

- Payroll Administrator
- Benefits Analyst
- Recruiter
- HRIS
- Employee Relations Specialist
- Operations
- Parent
- Counselor
- Law Enforcement
- Party Planner
- Personal Assistant
- Office Manager



A close-up photograph of a hand in a dark suit with a white cuff, moving a black chess king piece. The hand is positioned over a chessboard with several other pieces, including a yellow king and a yellow pawn. The background is a soft, out-of-focus grey.

Becoming a Strategic Partner

Let's Get *REAL...*

If HR (people) is not a priority for the highest level(s) of leadership in your organization, you will not be able to make it so.

Successful implementation of an HR function depends on the level of support from the top.

Your People Strategy is what is most important

HR's Correct Place in an Organization

- Don't do it all yourself (you can't!)
- Directive from the top
- Managers can't be trained enough
- Hold up the mirror
- DEMAND your strategic position!!!!
- Trusted Advisor
- Subjects Other Than HR
- “Business” Partner
- People are a Priority
- Consultative
- More than Administrative

TEACH THEM TO FISH!



Resources

Help is on the Way!

\$

- HR Net – www.hrnet.forumbee.com
- HR Open Source – www.hros.com & FB
- Twitter - #HRCommunity
- FB – Evil HR Lady
- Blogs & Podcasts – HR Social Hour
- Mentor
- Your HR Pals
- FMLA Insights – www.fmlainsights.com
- HR Unite!

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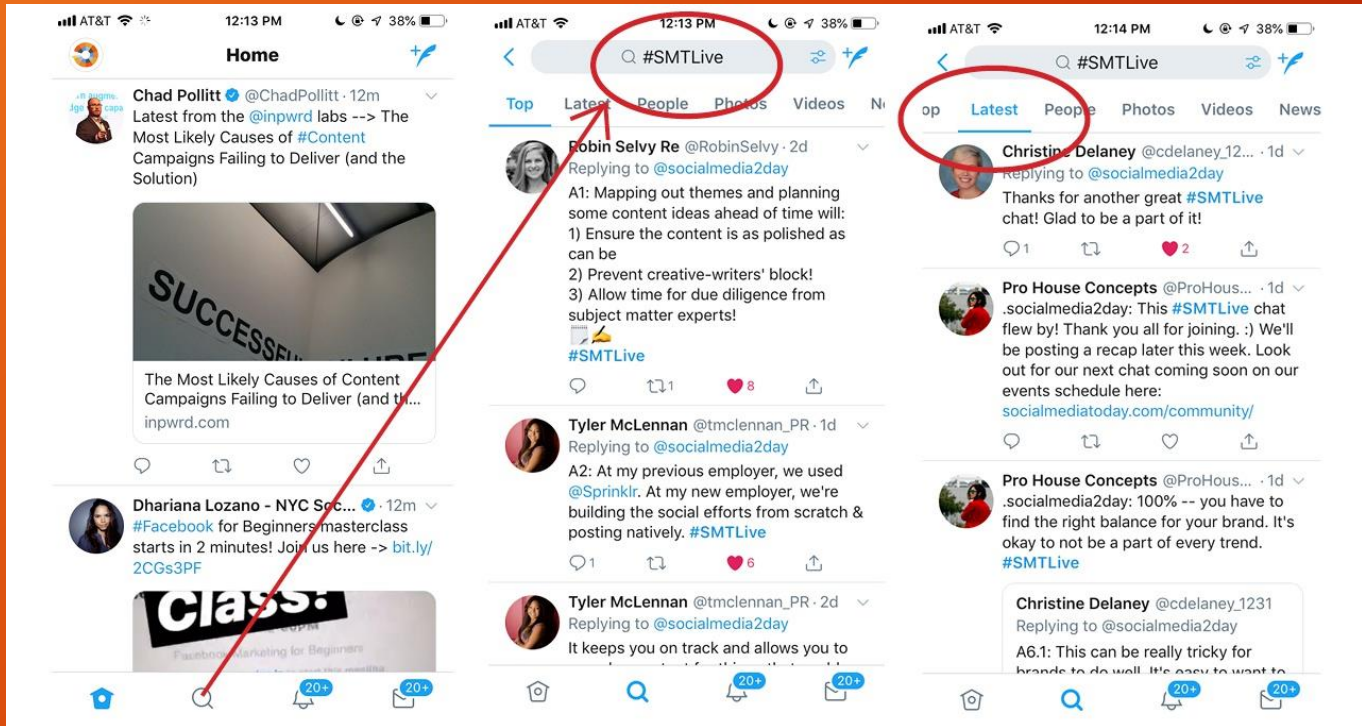
- SHRM
- HRCI
- Local chapter(s)
- Conferences
- Books (People Fusion!)
- XpertHR/Mineral

Outsourcing

- ASO v. PEO
- Payroll, Benefits, HR Administration, Foundation projects
- 'Invisible' team to make you look great!
- Strength in numbers
- Best training ground for HR!!!!

Twitter Chat How-To Guide:

<https://www.socialmediatoday.com/news/how-to-participate-in-a-twitter-chat/546805/>



Thank You for Attending! Let's Connect!

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**A portion of proceeds from People Fusion goes to organizations supporting the autism community*

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