

# 7 HR Activities Business Owners Should Let Go of to Get Back Time in Your Day

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Business owners like you don't usually go into business to be HR professionals (unless you do). You start a company because you're passionate about something or you see a need in the market that you can address and solve.

Yet there's a lot that goes into managing a business—from strategy, operations, and finance to sales, marketing, and, of course, the people. To keep it all going, one of the biggest sacrifices you have to make is your own time, whether that's time away from family, loved ones, and personal interests, or not spending enough time on the strategic components of your business that impact growth. It's hard to assign a dollar value to your time, but needless to say it's one of the most valuable things you have.

There are ways you can reclaim your time while still ensuring your business runs smoothly. One way is to outsource tasks that aren't critical for you to actively manage and execute, such as human resources (HR).

**Below are seven HR tasks that you can outsource to a partner:**

1. Securing & Offering Employee Benefits
2. Handling Payroll, Compliance & Legalities
3. Managing HR Operations
4. Onboarding & Growing Teams
5. Motivating & Engaging Employees
6. Training & Developing Employees
7. Recruiting Top Talent

Outsourcing these activities to a trusted, local HR partner drives value for your organization while also freeing up your time so you can focus on the strategic initiatives that will help your business thrive. Here's a closer look at each activity and how a partner can help.



# Securing & Offering Employee Benefits

Depending on the size and goals of your business, you can look at employee benefits in a couple of ways: as a must-have for everyone, or as a strong recruitment tool to get the best talent. According to a recent survey by the Society for Human Resource Management (SHRM), retention (72%) and recruiting (58%) are the top reasons companies increase benefits.<sup>1</sup>

To put together employee benefits packages, you need to decide on:



Medical, dental, vision



401(k) retirement



Life insurance



Long-term disability



Accident insurance



Perks like free or discount



## HOW AN HR PARTNER CAN HELP

An HR partner's benefits experts can put together the right plan for your business and goals so you don't have to work with multiple providers and comb through hundreds of options. Plus, when you can manage it all in one place, you don't have to track down who to talk to for what—which means more time saved.

<sup>1</sup> Sparkman, David. "Employers Use Health Benefits to Recruit Workers." EHS Today. July 16, 2018.



# Handling Payroll, Compliance & Legalities

There are a lot of rules and regulations that come into play when you run a business. And if you don't understand them, or don't have an in-house expert who does, you can find yourself in some sticky situations. Paying your employees, staying on top of changing industry regulations, and dealing with tax and legal issues all require a steady hand and the right know-how.

To handle payroll, compliance, and legalities, you need to understand:

Employee classification	Payroll processing	Tax filings (FICA, FUCTA, SUTA, etc...)
Workers' Compensation	Temporary Disability insurance	Unemployment insurance
Wage and hour law	Record keeping	W-2, W-9, I-9
Local, state, and federal laws	Fair Labor Standards Act (FLSA)	Americans with Disabilities Act (ADA)
Family and Medical Leave Act (FMLA)	Health Insurance Portability and Accountability Act (HIPAA)	Consolidated Omnibus Budget Reconciliation Act (COBRA)
Occupational Safety and Health Administration (OSHA)	Equal Employment Opportunity Commission (EEOC)	CAN-SPAM Act



## HOW AN HR PARTNER CAN HELP

Payroll, compliance, and legal experts take on these responsibilities for you. Instead of trying to understand the intricacies of the tax code or the most recent changes to HIPAA, you can focus your time elsewhere—and breathe easier knowing that those details are in the hands of a trusted partner who specializes in them.

# Managing HR Operations

HR is a whole organization unto itself, which means managing HR operations could be a full-time job for multiple people. But many business owners fall into the trap of trying to manage it themselves, only to quickly realize that the administrative burden is too great, especially when there are other, equally pressing tasks to prioritize too.

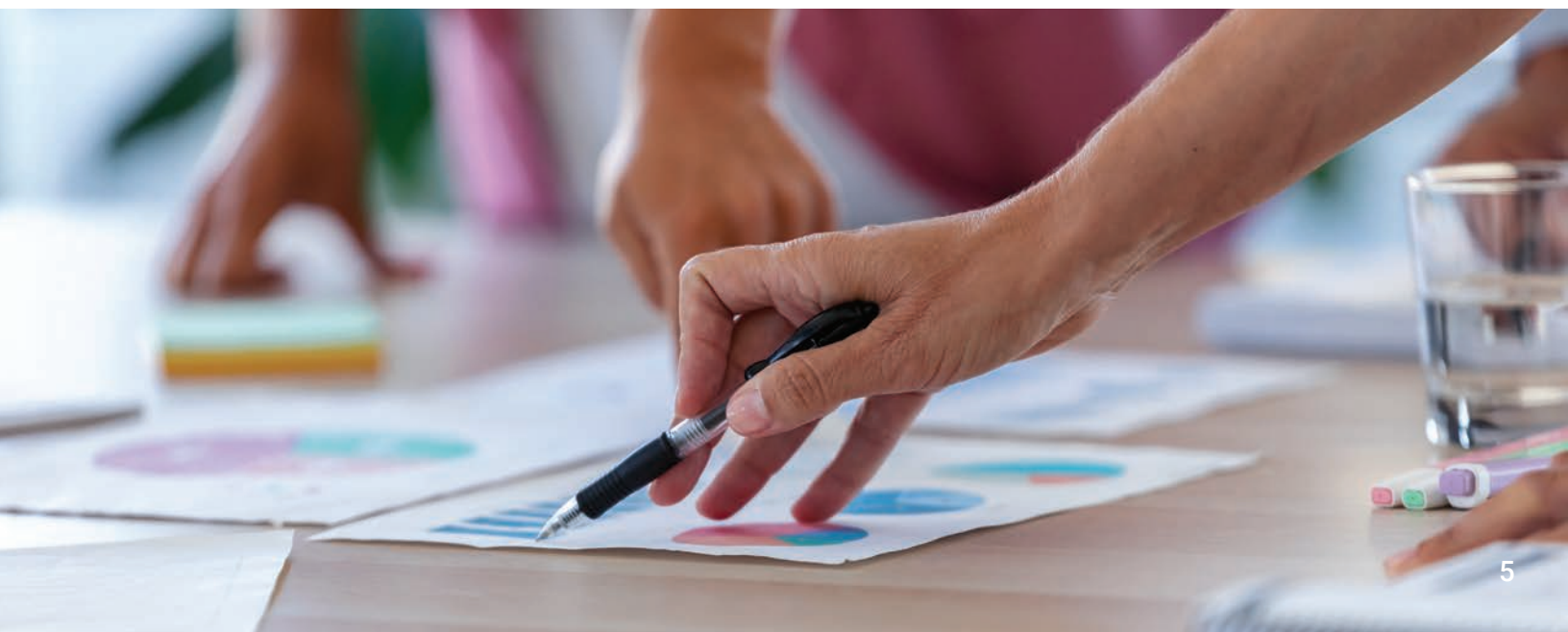
To manage HR operations effectively, you need to keep track of:

✓ Time and attendance	✓ Payroll processing & admin
✓ Open enrollment and benefits admin	✓ Personnel admin
✓ Claims and risk management	✓ HR policies
✓ Employee documentation	✓ Employee handbook management
✓ Human Resource Information Systems (HRIS) and technology	✓ Employee performance reviews

## HOW AN HR PARTNER CAN HELP



Relying on a partner with a robust human resource information system (HRIS) allows you to store and access HR-related details and expedite important HR tasks—electronically, in one place. You don't have to hire or enlist other employees to manage HR operations, or do it yourself, since your partner and the platform do it for you.

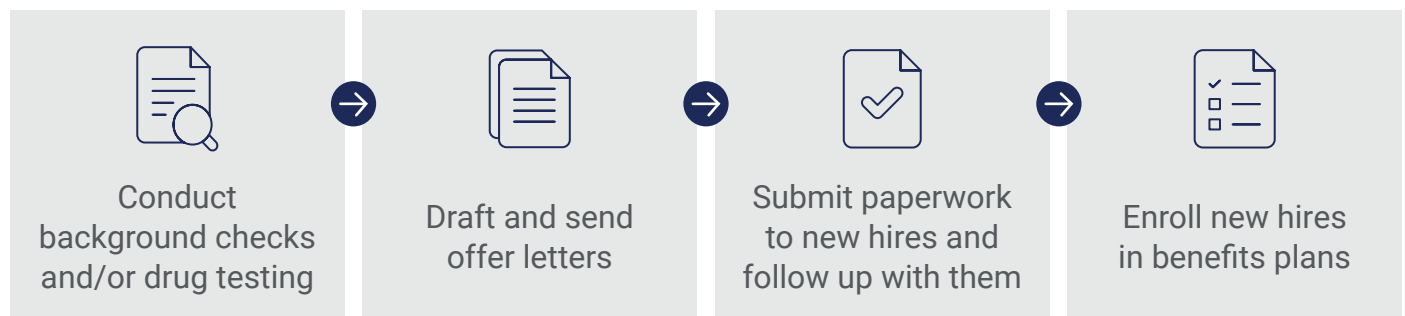




## Onboarding & Growing Teams

Once you've got new recruits ready to join, there are a series of steps that need to be taken to onboard them effectively. But only 12% of employees say their organization does a great job of onboarding.<sup>2</sup> Even if you're doing the best you can with it, chances are that important details are falling through the cracks if you don't have an onboarding roadmap in place.

To onboard new hires and grow your team, you need to:



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<sup>2</sup> Wigert, Ben; Pendell, Ryan. "7 Problems With Your Onboarding Program." Gallup. March 1, 2019.





# Motivating & Engaging Employees

Today's workplace environments have evolved and more businesses see the value of motivating employees to increase morale, satisfaction, and even productivity. Whether it's wellness programs or perks that make the office more enjoyable, however you decide to motivate and engage your employees takes forethought and alignment with your specific company culture.

To figure out how to motivate employees, you need to:

- ✓ Determine your company vision, mission, and culture
- ✓ Come up with a compensation strategy
- ✓ Develop employee rewards and recognition programs
- ✓ Plan employee outings and activities
- ✓ Choose and implement in-office perks like coffee or healthy snacks

## HOW AN HR PARTNER CAN HELP

Outsourcing compensation, rewards, and perks programs to the HR experts helps your business provide positive experiences that keep your employees engaged and satisfied for the long term. You don't have to commit your own time to creating the right workplace environment, since your partner can plan and manage it for you.



## Training & Developing Employees

Having a successful business means investing in your team by making sure employees are properly trained and given opportunities to develop new skills and interests. As the largest generation in today's workforce, 87% of Millennials say that professional development and career growth are important to them.<sup>3</sup>

To adequately train and develop your employees, you need to:

- ✓ Develop performance management policies
- ✓ Manage underperformance and discipline
- ✓ Come up with career path and development plans
- ✓ Offer professional and leadership development
- ✓ Provide cross training and mentorship
- ✓ Include training in diversity, inclusion, sexual harassment, security, CPR, and more



### HOW AN HR PARTNER CAN HELP

An HR partner's qualified professionals can teach courses and train in a variety of formats—online, in-person, or on-demand—so everyone has the opportunity to learn, no matter their level. Employees develop the skills your business needs to grow and compete without you having to oversee the process yourself.

<sup>3</sup>Adkins, Amy; Rigoni, Brandon. "Millennials Want Jobs to Be Development Opportunities." Gallup. June 30, 2016.



# Recruiting Top Talent

Nearly everyone agrees that hiring the right talent is crucial. Google famously found that hiring a top-performing employee could result in 300 times more productivity. On the flip side, Zappos' CEO has claimed that bad hires have probably cost the company over \$100 million. With stakes this high, recruiting the right people has to be taken seriously.

To recruit top talent, you need to:



Determine internal and external recruiting strategies



Come up with hiring plans



Write and update job descriptions



Select and interview candidates



## HOW AN HR PARTNER CAN HELP

With their own recruitment experts and technology on hand, an HR partner is dedicated to finding the right employees for your business and managing the entire recruitment process. This saves you the time and energy of having to do it yourself. And it could even save you the cost of hires that don't work out.

## Obsidian HR Can Help

Ready to outsource your HR activities to a trusted, local HR partner? Schedule time with an expert today: <https://www.obsidianhr.com/contact/>.



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