

HR NEWSLETTER

What do you really know about Employer Branding?

Employer branding isn't just a slick logo or a clever marketing strategy; it's a powerful force, connecting your values, strategies and policies with your people. It's what you stand for, how the world sees your business and the amazing experience you create for customers, clients and employees alike. Happy employees will go the extra mile for you - and your clients - and profits increase.

Neglect your employer brand and you risk people feeling negatively about your business, which can lead to plummeting morale, reduced productivity and low client satisfaction.

Ready to build a powerful employer brand? Let's dive in...

Define your Employee Value Proposition

Show off what makes your business unique, your vision for the future and why people should join - and stay - with you.

Know your internal brand

Host focus groups and run regular pulse surveys to find out how your teams really feel about you and your brand - then take action!

Stay aligned

Your employer brand should mirror your values, strategies and daily operations. Make sure everything matches up perfectly.

Highlight your CSR efforts

Showcase your commitment to social and environmental causes. A strong CSR reputation attracts top talent who care about ethics.

Encourage advocacy

Turn your teams into brand ambassadors! Encourage them to share positive experiences, represent your company at events and help refer new talent.

Discover how to build a winning employer brand that inspires your teams and delights your clients by downloading our latest guide today!

Get your FREE copy now!

Monk mode? Fake happy? Woliday? Time to catch up!



Are you up to speed on the latest workplace buzzwords? A study by an employee recognition platform, Rippl, has revealed a new set of viral phrases shaking up the modern workplace.

Like 'office peacocking', when employers spruce up their offices to lure employees back post-pandemic.

Keeping up with these expressions isn't just about staying current—it's about shaping workplace culture, understanding employee experience and expectations and engaging with critical topics. But the debate is on, do these phrases sensationalise every day work issues? Or do they actually highlight real trends?

thehrdirector.com/business-news/the-workplace/ghost-jobs-acting-wage-11-viral-workplace-buzzwords-need-know/

Lonely Hearts Club:

The Rise of Workplace Isolation



New data from Gallup has shown a troubling trend: workplace loneliness is on the rise. A staggering 20% of employees report feeling lonely on a daily basis, with fully remote workers feeling it even more acutely at 25%, compared to 16% of office-based staff. This loneliness is affecting overall well-being, engagement and performance.

While some employers might think that bringing everyone back to the office will solve the problem, it may not address the root cause—and could make the situation even worse.

Employers should focus instead on boosting engagement by connecting teams to their work, the company's mission and each other. Empowering managers to be culture champions can also play a key role in bridging the gap and combating workplace loneliness effectively.

<https://hrzone.com/rising-workplace-loneliness>



Shared Parental Leave Hits New Heights

Shared Parental Leave (SPL) uptake has hit a record new high, with HMRC data showing there were nearly 25,000 claims last year - far surpassing the 6,200 claims in 2015 when SPL was introduced.

Suzanne Caveney, an employment partner at Eversheds Sutherland, attributes this surge to the gradual but evolving attitudes towards shared parenting and improved workplace policies and pay.

Despite the progress, SPL usage still trails behind other countries like Finland, where paid family leave is standard for both parents. The data also reveals that SPL is more commonly taken by older, highly qualified individuals in large organisations, who earn higher incomes and have progressive gender role attitudes, compared with parents who do not take up SPL and pay.

<https://www.personneltoday.com/hr/uptake-of-shared-parental-leave-reaches-a-new-high/>

How to Support Employees with ADHD



October is ADHD Awareness Month - the perfect time to celebrate neurodiversity and learn how to support employees with ADHD.

With 2.6 million people in the UK diagnosed with ADHD—and that number growing - understanding the condition is more important than ever for business owners.

Plus, as employment tribunal claims related to neurodiverse conditions are on the rise, it's crucial to know how to support your team effectively to help them thrive and avoid any legal issues.

But how much do you really know about ADHD?

ADHD, or Attention Deficit Hyperactivity Disorder, is a neurodivergent condition affecting how the brain develops and works.

Symptoms typically fall into three categories: (1) inattentiveness and distractibility, (2) hyperactivity and impulsiveness, and (3) a combination of both.

But, here's the thing, while people with ADHD experience challenges like forgetfulness and concentration - they bring unique strengths to the table! They often excel as leaders, demonstrating high emotional intelligence, and their creativity, unmatched energy and enthusiasm can be game-changers for your business.

Want to harness that brilliance? Here's how:

- **Flexible Working:** Offer adjusted hours and remote work options to help manage energy levels and focus.
- **Clear expectations:** Break tasks down into steps, set clear priorities and deadlines, and use visual aids with written instructions to help keep things organised.
- **Open communication:** Create an inclusive culture where people feel comfortable discussing needs and challenges, and provide necessary adjustments.
- **Training and coaching:** Provide support in areas such as time management and organisational skills, as well as company-wide education on ADHD.

Keen to find out more?

Get in touch for an informative chat about ADHD, and how you can support and empower every member of your team!



Questions & Answers

Can I refuse to provide a reference?

Yes, unless you're legally obligated—for example, in an employment contract, for certain financial services jobs regulated by the Financial Conduct Authority or Prudential Regulation Authority, or as part of a settlement agreement. Your reference policy can limit what you include.

What do I do if I can't get in contact with my employee?

Check their schedule, then try contacting them via phone, text or email. If it's not urgent, give them time, document your attempts and make use of emergency contacts. If there's no response, follow up in writing and consider inviting them to a disciplinary hearing, following company procedures.

I only employ one person - do I need HR advice?

Yes! Even with just one employee, HR advice is essential. You may not need a dedicated HR person, but an HR Consultant can keep you compliant, legal and running smoothly.

Let's talk on the phone

Here are two questions for you:

- Do you currently have a HR consultant?
- On a scale of 1 to 10, how happy are you with them?
- If the answer isn't "I'm so delighted I could print 1,000 flyers to spread the word about them", let's jump on a video call

If you're looking for proactive, responsive HR support, that's what we do. And we would love to speak to you!



**YOUR HR EXPERT:
SAM GOLD**



Set up a 15 minute exploratory call at www.goldhr.co.uk/book-a-call