

# PHRA Conference Keynote Podcast



## John Bernatovicz

## The Why Behind HR Like a Boss!

### What is Amazingly Awesome HR / HR Like a Boss?

- Urban dictionary defines “Like a Boss” as Amazingly Awesome!
- Greatest of all time. Top of their class. Different than the average HR professional.
- Amazingly Awesome HR is...
  - HR professionals who are businesspeople first and exceptional at connecting their employees to the purpose of their business.
  - Producing great outcomes benefiting employees, the company, and making a difference in the community.
  - Aligning your employee population so everyone can all accomplish good for humanity.
  - Involved in strategically leveraging the talent of their people and making a meaningful impact in their employee’s lives.
  - The opportunity that HR has and being able to take on the responsibility of driving engagement, meaning and impact for your community.

### What does employee engagement look like to you?

- HR and employers have a great level of responsibility for understanding what’s happening to their employees and their engagement levels.
- According to the Gallup survey employers are not connecting the dots, we need to get to the root of the problem. (2/3 of employees are not engaged at work)
- There isn’t just one formula for improving engagement across all businesses.
- We can’t blame the employer for 100% of the engagement issues. It could be the employee hasn’t found a job that they love creating a disconnect.

- The employee may not be comfortable or feel safe about sharing how they feel about the company's direction.
- Amazingly Awesome HR professionals need to be the conduit for individuals to share their story and have their voice heard.
- Employees should be seen as your number 1 employee.

### **What are the two biggest factors attributed to low levels of engagement?**

- **Number 1:** Employers are not listening to their employees; they are not providing employees a forum to share how they can connect more with their managers and business.
- **Number 2:** Everyone wants to share their voice and be heard. A safe forum needs established for employees to share their opinions – this doesn't mean we are going to change everything based on an opinion – but the opportunity to share needs to be available.

### **How do you manage engagement with the various generations in the workforce?**

- People want opportunities to shine and be successful.
- Businesses need to provide opportunities for their employees to shine.
- Successful businesspeople are humble, they want to be coached and developed.
- To create an environment for your employees to thrive you need a culture that supports development and career pathing.
- Provide your employees the autonomy to showcase their own skills, responsibility to follow through and opportunities to make their job the best it can be.

### **How has the work from anywhere world changed engagement?**

- The vast majority of employees want hybrid and/or remote working environments.
- The work from anywhere environment was the greatest disruption many of us have felt in our lives.
- COVID forced employers to make decisions and expose themselves by being flexible, accommodating, and understanding.
- Employers reacted and responded accordingly, or they lost out in the war for talent.

### **Solutions to Employee Engagement in the Remote World?**

- Regular one-on-one conversations with managers and team members are essential.
- Truly listen and get to know your teammates.

- People want to have a best friend at work, you need to have the ability to build a strong relationship with one person, that supports regular conversation.
- You need to provide the opportunity to meet one-on-one in-person while working remotely.
- Employees need the opportunity to shake hands, hug, laugh, cry or share stories.

#### Ending advice:

- Choose your career and wife wisely.
- You are going to spend an inordinate amount of time with both – you need love both! I got lucky with both!

#### Book Recommendations:

- [Scaling Up](#): Learn About the Best Ways To Grow And Optimize Your Business
- [Golf is not a Game of Perfect](#): Create an attitude and a mindset about all aspects of a golfer's game, from mental preparation to competition

Learn what it takes to do [“HR Like a Boss”](#) through conversations with leading HR experts who’ve dedicated their careers to taking HR to the next level.

Thanks for listening, we hope you will join us at the [PHRA Annual Conference on September 27<sup>th</sup> and 28<sup>th</sup>](#). If you haven’t registered, please be our guest and use the **Promotional Code 50-OFF** to receive **\$50 off your conference ticket**. *This offer is only good for registrations received after 8/23/2022.*

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