



Central Louisiana Society for Human Resource Management



Volume 18, Issue 9

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2007 SHRM SUPERIOR MERIT AWARD CHAPTER



**CLSHRM Mission Statement**

Be the primary influencer of workplace policies and practices that benefit our members and the organizations they serve;

Build a broad and actively engaged membership that ensures dissemination of leading practices to the workplace;

Be the major source for building strong competence and developing the talent and leadership of people in our organizations; and

Ensure a solid financial structure that permits reinvestment in initiatives and learning that advances the state of the profession.

**2012 Officers:**

- President: Lori Patrick
- President-Elect: Sandy Mask
- Past President: Candy Gerace
- Secretary: Christina Goodrich
- Treasurer: Shannon Tassin
- Vice President of Membership: Jane Walker

# Thoughts for the Month

Thank you to all the faithful chapter members who attended our August meeting sponsored by the Louisiana Regional PHO. Mr. Dickie Patterson provided lots of good information about PPACA and what to expect as the law is enforced. We greatly appreciate the Louisiana Regional PHO for hosting this meeting. By the way, this meeting was approved for 1.25 hours general HRCI credit.

Those who attended the meeting donated school supplies and gently used uniforms. These items were taken to the Gladys Higdon Media Center at the Rapides Parish School Board for use in our community. They will benefit many homeless and needy children.

Information about our September chapter meeting is shown below. Please don't miss Chris Hazel's presentation on what our Louisiana Legislature put into law this year. This program has already been approved for 1.25 hours general HRCI credit.

Are you excited about the upcoming Annual Seminar on October 18th? Your Board of Directors is pleased to welcome Jim Gary with Kutak Rock, LLP and Jill Meaux with Excelerant as our guest speakers. Their topics are timely and relevant to our profession. At a cost of just \$50 for members, this is an opportunity too good to pass up. See more details on page 2. Registration is now available online at <http://clshrm.shrm.org/2012-annual-seminar>. We are working on a PayPal payment option but it is not yet operational.

Some of our local companies have already stepped up as sponsors, including Paragon Casino Resort and Gilchrist Construction Company. If you would like to become a sponsor or have a door prize to donate, please let us know as quickly as possible.

Membership is picking up.—just look at the names of our newest (and returning) members on page 3.

The board is working on the Celebration of Accomplishments to be held in December. Do you have an idea for a new location for the event? Have you earned any honors, awards or certifications this year? Think about donating an item for the SHRM Foundation silent auction.

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## September Meeting

Wednesday, September 19, 2012 at 11:30 am

Southern Creations | 3140 MacArthur Drive | Alexandria, LA 71301

Speaker: Chris Hazel, Representative District 27, Louisiana

Topic: 2012 Legislative Update

This topic has been approved for 1.25 hours general HRCI Credit. The program number will be provided at the meeting.

We are on the web!!!

www.shrm.org  
<http://clshrm.shrm.org>



## Welcome to New Members

Meredith Clark—Upper Iowa University  
Sarah Sasser—Crest Industries  
Kathy Lenard and Linda James—Plastipak  
Brad Barnhart—Central Controls  
Valarie Montgomery—Heart Credit Union

## CLSHRM ANNUAL SEMINAR

The CLSHRM 2012 ANNUAL SEMINAR will be held on Thursday, October 18, 2012, at the Pineville Convention Center at Country Inn & Suites located at 2727 Monroe Highway, Pineville, LA 71360.

- 7:30 am: Registration Opens
- 8:00 am: Welcome & Introductions
- 8:15 am: Jim Gary, Partner, Kutak Rock LLP  
“The Top 10 Practical Legal Issues in HR Management”
- 9:45 am: Networking Brunch
- 10:30 am: Jill Meaux, MS, CPLP®, Excelerant  
“Moving People From Talk to Action”
- Noon: Closing Remarks and Door Prizes

Both sessions have been submitted to HRCI for recertification credit approval. Program numbers will be provided at the seminar.

Cost: \$50 for CLSHRM Members | \$60 for Non-Members

REGISTER ONLINE AT <http://clshrm.shrm.org/2012-annual-seminar>

For more information contact:

Lori Patrick at 318-641-4220 or Sandy Mask at 318-767-5678 or email [clshrm0367@live.com](mailto:clshrm0367@live.com)



Mr. Gary is a partner with Kutak Rock LLP in Little Rock, Arkansas. His focus is on employment litigation and traditional management labor relations in behalf of employers across the nation. Mr. Gary is Chair of the firm's National Management Labor Relations Group and Co-Chair of the firm's National Employment Group.



Ms. Meaux is a partner with Excelerant. She holds a master's in Industrial Organizational Psychology from Southwest Missouri State University and specializes in sales, management, and technical training. It is Jill who designs the programs we implement for our clients. Her nationally recognized credentials in designing, measuring, and evaluating learning along with improving human performance and facilitating organization change, are unparalleled. Plus, her background in industrial application of these principles, give her a real world perspective.

Experts say leaders need to step up their communication efforts to fill information gaps that exist in some workplaces. Reframing the importance of communication can help. “The most common cause of poor leader communication is that leaders don’t take communication nearly as seriously as they take other business disciplines,” according to Helio Fred Garcia, author of *The Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead Effectively* (FT Press, 2012) and adjunct professor of management at NYU’s Stern School of Business. Many “have an exaggerated sense of their own communication ability,” he wrote in an e-mail interview with *SHRM Online*.

That’s one possible reason why more than a third (36 percent) of senior managers, executives and employees say employees “hardly ever” know what’s going on in their organizations. Just 9 percent of respondents surveyed in March 2012 by AMA Enterprise, a division of the American Management Association (AMA), said employees know what’s going on “most of the time.” The majority (55 percent) said employees are informed “some of the time.” The 289 survey respondents were drawn from the AMA database.

“Too often, employees do not feel trusted or involved in any way in decision-making,” said Sandi Edwards, senior vice president for AMA Enterprise, in a media statement—especially when it comes to an organization’s business strategy or plans for the future. A better approach, Edwards suggested, is to ensure that everyone in an organization knows the role they have in making their company successful.

## Effective Communication Requires Multiple Messages

“If we are to move people we need to meet them where they are,” Garcia wrote in an e-mail interview with *SHRM Online*. “This means understanding that employees expect to receive information in many forms, through many channels [and] from many sources.”

The most effective companies reinforce key messages across multiple platforms, he explained, such as e-mail, meetings, intranet and voice mail, and ensure that the same message “cascades” down through the leadership so employees hear consistent messages from many levels of the organization. “At any given time, some employees won’t see or hear a given message, so repetition is important,” Garcia wrote.

Repetitive messages don’t need to be boring, he noted. Even if the core message doesn’t change, each communication can be enhanced by a recent example or anecdote to keep the information fresh, he explained. “Effectively leveraging social media can be a great way to stay connected with employees and create a more collaborative work environment,” according to Giselle Kovary, managing partner of n-gen People Performance Inc. and co-author of *Upgrade Now: 9 Advanced Leadership Skills* (n-gen People Performance Inc., 2012). “Creating a team LinkedIn group or internal Facebook type page can be an easy and efficient way to communicate to the entire team and provide quick status updates that are relevant and timely,” she wrote *SHRM Online* in an e-mail interview.

## Tips for Improving Employee Communication

- To increase the level of connection with employees, Garcia suggested that leaders:
- Understand what matters to employees, such as their fears, concerns, hopes and expectations.
- Take those concerns seriously and be sure communications address what matters most to employees.
- Avoid the use of jargon.
- Frame the company’s priorities in ways that employees understand and can rally around.
- Remind employees regularly about company priorities.
- Establish a feedback loop to be sure employees understand what leaders are saying.

Kovary suggested that leaders:

- Refrain from changing the message multiple times. Content should remain consistent, she wrote.
- Make sure employees understand the “why.” Communicate the appropriate background information and context.
- Send a key message more than once. Use repetition with multiple mediums to increase understanding and acceptance.
- “Communicate broadly and ensure full coverage by casting a wide net,” rather than assuming that a few select employees will pass a message along.
- Avoid confusing language and jargon. “Use clear and concise language to ensure messages are accurately interpreted and understood,” she wrote.

Kovary added that leaders should manage employees’ expectations about internal communications: “By setting expectations as to how (which medium will be used), when (times, speed of response) and to whom (individual or team) communication will be provided, employees will know what to expect and how to appropriately manage communication with their manager during busy times.”