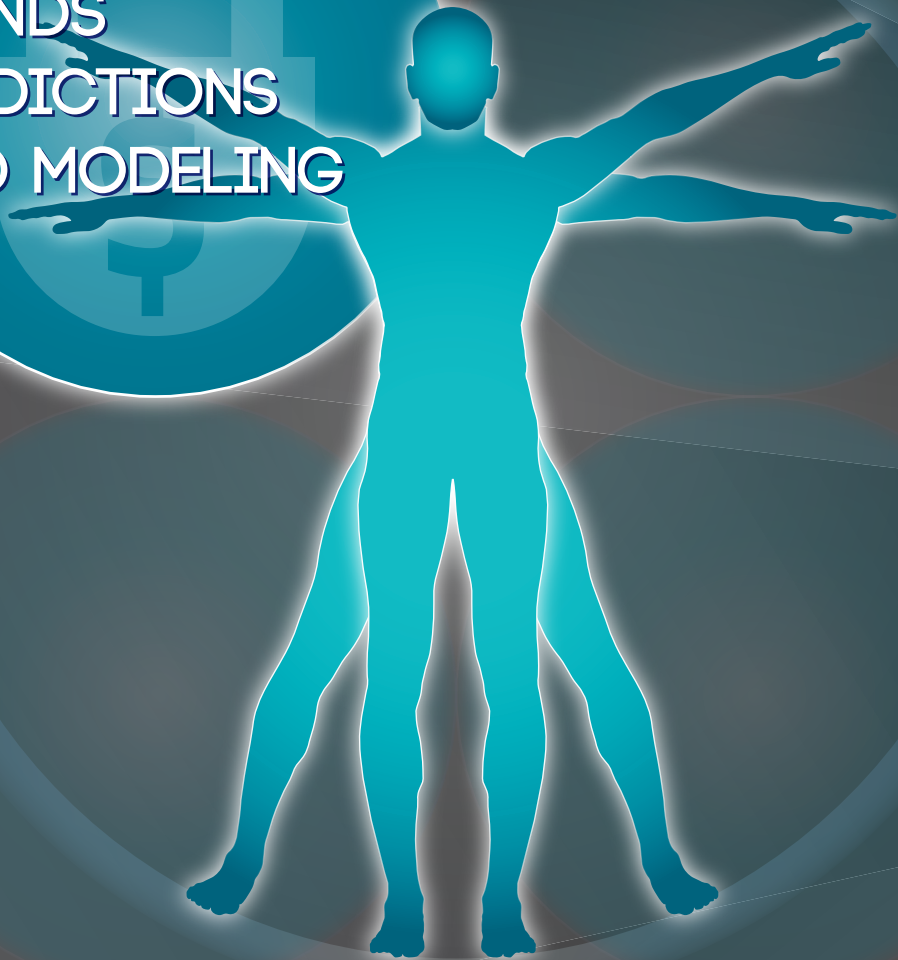


BUSINESS ERGONOMICS

TRENDS
PREDICTIONS
AND MODELING



Payroll Vault “Business Ergonomics”

Trends, Predictions and Modeling

Many business best practices are in circulation indefinitely because they are tried and proven. Yet, others are regularly in the spotlight for improvement because they require a more cohesive integration. These practices remain “in process”. One of the many goals as leaders in the business community is to expand upon these ideas and find a way to integrate these concepts to create the ultimate synergy; total organizational alignment.

Each year trends are forecasted to help businesses drive sales, marketing, organizational growth, culture, marketing, human resources and talent. These forecasts begin manifesting months, even years prior. The trend originates as an idea to enhance the office experience, then it's implemented, and once successful, the strategy is publicly announced. Once the concept is shared and continues producing effective results, so begins its new face as a trend.

Strategies and initiatives are drivers to methodically align our systems to create a synergy to accomplish a profitable solution, and is best achieved by utilizing the concept of ergonomics. The chief goals of your company's teams are to align business intelligence (sales and marketing strategy) with talent intelligence (Human Resource initiatives) to create efficiency to drive profit; these initiatives are often times counter intuitive.

Ergonomics is the study of people's efficiency in their working environment. The study's primary objective is designing and arranging things people use so that the people and things interact most efficiently, and comfortably. People interact with their environment through sight, sound, touch, smell, and feelings and is unique to each. This is how they perceive their work environment and decide how comfortably they fit, or assimilate into the culture. In turn, this culture drives overall productivity, and ultimately profit.

Business Ergonomics is the ground-breaking organizational focus in 2017 and the start to a successful creation of synergy between your business and talent intelligence. Business Ergonomics combines business strategy and talent intelligence into a process of internal discovery that will generate revenue and foster a successful long-term strategy that drives productivity which in-turn produces profit.

Identifying evolving business, outsourcing and technology trends is useful when preparing your business plan for the upcoming month, quarter, and year. Trends provide a fairly predictable roadmap to follow so we can clarify our messaging, narrow or expand market segments or territories, or upgrade system(s). After spending hours, sometimes days, analyzing recent trends to understand what is relevant to your products and services, are you satisfied and feel like you have the ultimate roadmap to success?



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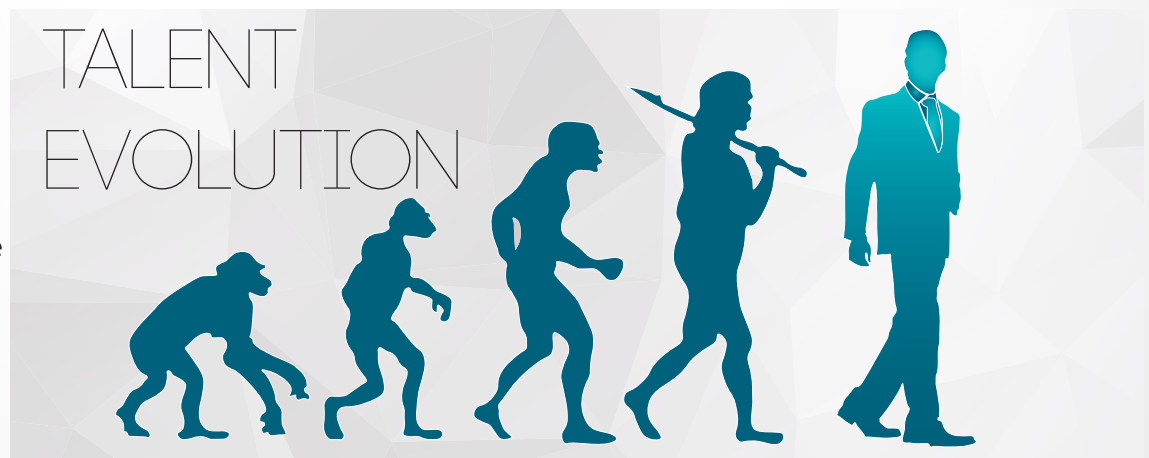
Key Performance Indicators are performance measurements and vary in each business. The enormous amount of data available to analyze that guides your business strategies is perplexing and a time-consuming challenge for many small business owners. What to do with this information? How does it help the business? And, which Key Performance Indicators should be reviewed? Data is only as good as your knowledge of how to use it.

For example, **top business trends in 2016** were talent intelligence, creating an atmosphere that was comfortable and casual in nature, marketing automation, and all areas of cybersecurity. Most companies chose the simple solution - hired equipped talent, remodeled their office, implemented new proactive IT strategies, onboarded new marketing services or software, and were set. This is a great start, but it's only the beginning. Implementing and executing Business Ergonomics requires a deeper insight that will take time to acquire.

Real Leadership Coaching Founder Dave Evans, A Leadership Coach, has observed one of the fundamental **key leadership trends in Business Ergonomics in 2017** is being a firm that is what it says it is, with its culture, people and customers. This means that Leaders of all levels spending time, energy and effort being the living breathing example of what they ask of others, and add this to the practice of understanding where your talent is positioned. Throughout past years, predictive analytics have become core drivers to implement change. More recently, it's been exposed that exclusively using this data is creating a further disconnect between departments and their initiatives; specifically, business and human resources.

Predictive analytics are commonly used to assist with financial projections and market demands for products and services. Today, they are used to increase a company's talent intelligence. Solely looking at data won't include all the necessary information you need to align your initiatives - it's not ergonomically sound.

Human Resource departments are feeling the pressure from leadership to be proactive and fuel long-term growth and talent sustainability. Most have created a predictive project initiative. When implemented successfully, this can be beneficial, but can also cause many ripples



throughout the organization. For example, HR could focus on doing more with less, reducing budgets and potentially seeking to automate a seat or position, while the business strategy commands efficiency and quality of work output, possibly an increased budget to grow revenue and profits, and places value in placing a talented employee in that seat rather than an automated fix to achieve maximum results.

By understanding where your talent is positioned and what their core strengths are, you can better organize this information to compile a list of actionable insights that will allow leaders in your company to make more informed acquisition, release, and placement decisions. As outlined in *Traction* by Gino Wickman, and *Good to Great* by Jim Collins, find the right seat for the right person. This will require more hands-on interactions with your teams, and will go beyond merely analyzing data.

Implementing Business Ergonomics begins with understanding where your company is, where it needs to go, and defining how to get there. Each organization is different, each employee is unique; therefore, each approach will need to be ergonomic to drive overall success.

Sean Manning, CEO/Founder of Payroll Vault, began an intense focus and implementation of Business Ergonomics in the summer of 2016. By patiently moving through each stage of the process with the Leadership Team and clearly defining each company's core values, behaviors, key strategies, and tactical actions, revenue immediately flooded into each organization.

Manning recently stated, "Fourth Quarter 2016 was really amazing for me to watch and participate in; it feels we brought Payroll Vault and each component of our companies and brand to a new level. Thanks to our amazing team for the effort and time the past 90 days to gear up to host multiple Discovery Days, train 5 new franchises, complete W-2's in record time, get ourselves in position for new payroll clients, and lay the ground work for very exciting growth and opportunities in 2017. Not only do we receive a continuous flow of compliments for our team at all levels, but the excitement in the eyes of our new franchisees and franchise candidates is added confirmation that we have a great team, and we continue to build a great company and brand for all of us."

After investing the time to define both your business strategy and human resource initiatives, you will understand what information you need to gain when meeting with your team. By employing Business Ergonomics, you will open the door to a mecca of real-time information that can be coupled with analyzed data to create positive and profitable results.

Next, you can begin defining the appropriate actionable insights, which changes are required, and how to implement change; you are closer to successfully modeling your organizational goals. When Business Ergonomics is applied correctly and with purpose, the process will boost all segments of business and set the stage for continued success. At that time, you can move toward the enhanced development goals knowing that your business and talent intelligence are in synergy and ready to meet the demands of existing and future occupational trends with less elaborate adjustments.

In summation, **Business Ergonomics synergizes business strategy and talent intelligence**. Each discovery process is built according to its unique business model and employee, thus the result is representative of the organization's unique mission, vision and values. When all departments are operating interdependently, a harmonious culture is fostered that is a long-term route to profit and longevity.

Author: Jessica Martin, Director of Marketing & EPM - Payroll Vault®
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- Sean Manning
CEO/Founder Payroll Vault

