

STAR Workplace Program Client Guide 2016

STAR Workplace Report



HRCOACH
AUSTRALASIA
people • perform • profit

Welcome!

Congratulations on partnering with a certified HR Coach Network member.

As the name suggests, a HR Coach is just that – a business coach who focuses on people. More specifically, HR Coaches link your people to performance and profit so your business achieves strategic action. We do this by partnering with you and your team to facilitate and create the results your business needs.

The HR Coach method is based on research conducted by the HR Coach Research Institute. Our programs have assisted organisations in achieving impressive results on improving staff satisfaction and business performance at the same time. By commencing the STAR Workplace Program in your organisation you are unlocking the true potential of your team via a process that is designed to evaluate your business priorities and plan for improvement using the benchmark management system on an ongoing basis.

The Client Program Guide provides you with information on the STAR Workplace Program and useful information on how your HR Coach can assist your business. We trust you will find it useful in getting the most out of the coaching process.

Yours sincerely,

Peter McCleary
Managing Director
HR Coach Australasia

Amongst the Best

By working with a certified HR Coach – you have chosen the best support for your business. The HR Coach Network is the largest HR Coaching network in Australasia. Our members have high professional standards and must complete intensive training on the HR Coach tools and methodology.

The HR Coach tools are protected and Network members have received local awards for the service they provide to the business community. HR Coach founder, Louise Broekman, was recognized in the finals for the 2007 Queensland Telstra Business Women's for Innovation in the methodology and the way that we work with clients.

Look for the Logo

Only certified members of the HR Coach Network can use the logo and provide you with access the STAR Workplace Program and HR Coach tools and methodologies. By working with a certified HR Coach you know that you will receive the quality of service your organisation deserves.

HRCOACH
network member



About the STAR Workplace Program

Workplaces are not all the same. The STAR Workplace Program recognises the unique dynamics that different employers bring to their business and enables you and your team to assess your own workplace. As the people responsible for the success of the business, you and your team are the best judges of the quality of your workplace and business results.

What is important is your satisfaction with your business and the satisfaction of the people working with you. That's what makes your business a STAR!

The underlying methodology of the STAR Workplace program is based on research developed by the HR Coach Research Institute on why some businesses have satisfied, engaged employees that make strategy happen and why others don't.

The STAR benchmarking tools identify what really drives strategy in your business. The four components that are evaluated include:

- Strategy Fulfillment
- Team Satisfaction
- Actions & Processes to Retain Employees
- Results of Performance

STAR Workplaces achieve a high rating in all areas. If your business needs assistance in a particular area, the benchmarking process helps in your action planning for improvement which will assist in retaining your STAR Rating for the future.

Your HR Coach will review the results with you and help prioritise actions and review options for improvement which can be actioned over the next six and twelve months.



What's involved?

Getting your head around your people management priorities is the first step of taking back control of your business. Once you are in control, you will understand why your old strategies don't work anymore and what you need to do to ensure success.

Employee surveys are just not good enough. You need to know the whole story – there are three steps to gaining back control.

Step 1:

First we get your feedback so we can see what you want from your business and the impact it is having on you.

During the 1.5 hour meeting, your HR Coach will conduct a survey session with the business owner/ manager to measure your satisfaction with the workplace. The STAR Workplace program is one of the first workplace programs that gives employer satisfaction the same level of importance as team satisfaction. The program measures how satisfied you are with the business and how well the team works together to make your business strategy happen.

Step 2:

Second, we get feedback from your people about the business – no blame games, just the facts so you can see the impact your business has on your people.

Your employees will be provided with an individual survey which can be completed in an online or paper based format. The information they provide is completely confidential and individual responses are only available to your HR Coach for the analysis and compilation of the STAR rating. The survey is designed to find out what your employees think about the workplace and any suggestions for improvement. In the report data, you will receive both positive and constructive feedback to celebrate and improve your workplace together.

Step 3:

Third we have all the information to create a practical 12 month plan. A road map for you to follow, month by month, putting you back on track.

Your HR Coach will work with you to nominate an internal coordinator to organise the STAR Workplace assessment program for your team. This includes three simple steps:

This workshop meeting will be conducted with you, the business owner/ manager, to evaluate the report results and Executive Summary. You will receive your STAR Workplace rating. You will also have the opportunity to work with your HR Coach to build your action plan for the future based on the results of your STAR rating.

Your HR Coach will work with you to nominate an internal coordinator to organize the STAR Workplace assessment program for your team.

What can you expect from the Report?

Most organisations commence the STAR Workplace Program because they want to highlight to themselves, their employees and customers that they are committed to creating an engaged and productive workplace. It is also an effective way to highlight to future employees that your organisation is unique. Beginning the program will help you achieve this but its the results you receive in the STAR Workplace Report that will help you achieve so much more.

The STAR Workplace Report will provide you with a series of quantifiable and easy to understand results which clearly display whether your business needs are aligned with your people needs. This is called linking your people to profit and it is the first step in achieving Strategic Action.

You will also receive a guideline to prioritise actions to:

- Maximise Sustainability through what you and your team do well; and
- Minimise Risk by identifying areas for improvement.

What can you do with the STAR Workplace Logo?

Once you have completed the STAR Workplace Program, you will have access to a logo that reflects the investment you have made in your business and your people.



You will be able to use this logo for 12 months. The logo can be used in advertising materials and displayed in your workplace. You can also use it on your website, emails and other electronic formats provided that you include a link to the STAR Workplace website (www.starworkplace.com.au).

Your participation in the STAR Workplace Program brings your business recognition for the investment you have made in your people. You should celebrate your involvement and use your participation in this program to help promote your brand as an employer. This can assist you with attracting and retaining staff and promoting a positive image to clients.

What Does Your HR Coach Offer?

A Measurement System – the STAR Workplace Program

Your HR Coach uses a measurement system that is designed to evaluate different aspects of your business – including employee satisfaction and employer satisfaction. HR Coach is unique because we measure your satisfaction as a business owner or manager – so you have a balanced approach to your business priorities.

We give you the Green Light!



Our traffic light system will help you to drive your business. We will give you the red light where risks are not acceptable in your business, the orange light when you could do better and the green light where you are achieving results.



Knowledge is power and that's what STAR Workplace gives you.



Once you start, it will change the way you look at your business – it will change the way you plan. Your pathway is set.

Value for Money

From the STAR Workplace Program to other services, our focus is to measure results. Providing you with a clear framework, you can measure your activity and more importantly your return on investment.

Time for One on One

Your HR Coach will work with you to determine your goals and define your preferences in terms of what you need from your people.

Being a business owner or manager is difficult – you have many priorities to deal with and managing employees can be very challenging. The work we do with you is geared towards assisting you in making a solid business decision and moving forward in a planned approach.

Peace of Mind

After guiding you to develop your tailored action plan, your HR Coach will continue to work with your business to help you achieve results. From your Staff Systems, Compliance and Risk Management to the workplace improvement plan – we make sure that you stay on track.

A little bit of fun!

Your HR Coach presents a wide range of diverse activities to choose from and will create events which introduce a little bit of fun to liven up the workplace. Make sure to ask your HR Coach about some of our fun techniques that help make your benchmark goals happen!

Frequently Asked Questions

Why HR Coach?

Our research and experience has shown that the HR Coach method is designed for results in growing businesses and improving workplace effectiveness.

A Certified HR Coach is carefully selected and trained at the HR Coach Academy. We use trusted tools and processes that have been built specifically for businesses to achieve results. We have a practical approach and strong professional ethics with a clear focus on you and your business.

What makes HR Coach different to a Business Coach?

The HR Coach Research Institute has conducted years of research and development into contemporary business practice and the way people work. The foundation to our method is the Strategic Action Framework. Businesses don't make decisions – people do. That is why we focus on people.

HR Coaches do not try to do everything for you. We work with your people who have responsibilities for different functions in your business – so that they are more effective for you. We help you build your capability in your business.

Research basis

The HR Coach methodologies are carefully mapped into quality tools for you to use in your business. Easy to use and easy to identify where gaps exist in your business and what they can do to improve them. The HR Coach diagnostics provide consistent benchmarking that fits within both quality frameworks and Balanced Scorecard methods.

What makes HR Coach different to a Consultant?

The way that we work with you is different to the way you would use a consultant. We work “with” you – for the long haul. Your HR Coach will guide you to help you make the best choices for your business.

We know that change takes time, so we work directly with your workplace over a planned period so that whatever changes you make, they are sustainable and your people own them. When this works, your HR Coach will be a partner for life.

What types of businesses do HR Coaches work with?

All sorts! Clients range from small and medium businesses that have no internal HR resource, where we work as an outsourced solution, to larger clients where we compliment their existing resources and strategy. Any business, regardless of their size, is encouraged to participate in the STAR Workplace Program.

If I want to create real results for my business – how much should I invest?

A plan investment is usually 2% of your payroll costs. This normally equates to \$1000 an employee or \$2.74 a day. But it does depend on what you already have in place and what your business needs. So we will tailor and cost a plan to meet your needs and your budget.

The HR Coach Network Point of Difference

Benefits to You	HR Coach	Independent Coach	Consultant	Association
Tailored Approach	✓	✓	✓	?
Work completed in your business	✓	✓	?	?
Affordable Fees	✓	✓	?	?
Retained services to secure consistent services to you	✓	?	?	?
Access to experts	✓	?	?	?
Telephone support / help centre	✓	?	?	✓
Access to a national team	✓	?	?	?
Total planned and proactive service	✓	?	?	?
Strategic Action Framework	✓	?	?	?
STAR Workplace Program	✓	?	?	?
Measured Results	✓	?	?	?
National Benchmarking System	✓	?	?	?
Patented Methods	✓	?	?	?
Part of a national research group	✓	?	?	?
Compulsory attendance at National Conference	✓	?	?	?
Total integrated solution in your business	✓	?	?	?
Quantitative process to measure return on investment	✓	?	?	?
Leading edge – up to date techniques	✓	?	?	?

Definitions Reference Table (see above)

Independent Coach	Independent Coaches generally have a professional background and may have qualifications in coaching. Generally they work alone and tailor solutions for you.
Consultant	Consultants generally have a professional background and have experience in a specific field. They may be an employee, independent or part of a consulting team.
Association	Associations include employer associations where members have access to desktop and telephone assistance and project support on a project fee basis.
HR Coach	Certified HR Coach licenced by HR Coach Australasia. Carefully evaluated, selected and trained through an extensive coaching program at the HR Coach Academy. HR Coaches are assessed and admitted as a Member of the National HR Coach Network.

What is the HR Coach Network?

HR Coach is the largest HR Coaching Network in Australasia. Established in 2000, HR Coach is a workforce specialist organisation.

With members Australasia wide, HR Coach is a Network of HR and Business Professionals who have been carefully selected, trained and Certified at the HR Coach Academy. We only select 3% of all applications into the Network.

The Network is supported by the HR Coach Research Institute, where research is continually conducted to keep track of the latest workplace trends and emerging issues. From this, the HR Coach Methodology has been developed and will be continually updated to ensure that we maintain a leading edge for our client's success.

The HR Coach Research Institute has conducted research projects in conjunction with leading Associations in Australia including:

- National Institute of Accountants
- Queensland State Government
- Queensland Tourism Industry Council

The HR Coach Research Institute releases the HR Quarterly Index Report measuring business confidence and labour issues. This publication is a 5 year longitudinal study which compiles information gathered by members of the HR Coach Network.

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