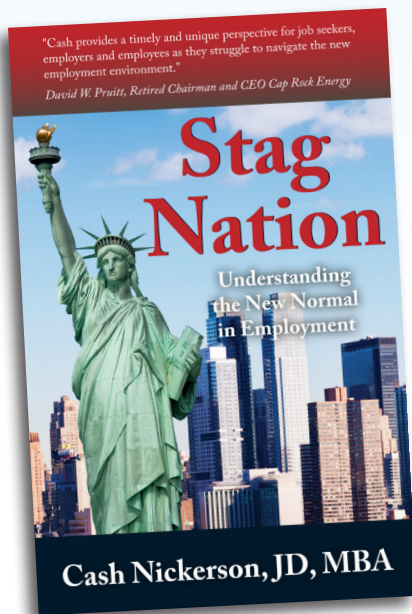


# TEN TIPS

## for Employers and Employees during Stag Nation

By Cash Nickerson



## EMPLOYERS

**1 Know your workforce demographics!** Review the demographics of your workforce, especially considering key disciplines in your core competency. If your workforce includes elderly folks, for example, consider their special needs and put together a focus group for working conditions and needs. Also make sure you have plans for preserving institutional knowledge as the baby boomers retire.

**2 Test your readiness for the Affordable Care Act!** Buy a tool or get your health insurance advisor to help analyze the cost of various scenarios under the Affordable Care Act. Pretend the dictates of the Affordable Care Act are going into effect July 1st. The requirements of the Act are financially high and the consequence of not getting it right, draconian.

**3 Evaluate the competitiveness of your defined contribution plans!** Review your defined contribution plans like 401k and profit sharing plans, especially on the costs to employees, which are now publicly reported and viewable by employees. Have your 401k provider redouble their efforts to boost participation in your defined contribution plans. With health care potentially becoming provided by the government, to compete for employees you will need to have good retirement plans.

**4 Understand the segments and bands of your workforce.** When hiring Millennials, realize their special needs regarding recognition and a preference to be on teams and get new challenges. This will help you get the most out of them. If you don't find a way to get them new challenges – they will job hop. Millennials are always "looking."

**5 Reevaluate your core workforce.** Look at the changes in your workforce through good times and bad. What is the range of headcount? What is the lowest it has been as a percent of revenue? The highest? Are there tasks that you have just put a person on that someone else can do better? Cheaper?

## EMPLOYEES

**6 Job Seekers need to reduce reliance on writing to strangers.** Avoid the "Six Degrees of Separation" strategy of sending letters and resumes. In other words, try not to write complete strangers. Find those you have some connection to: hometown, school, relative, friend, etc.

**7 Job Seekers need to immerse themselves in their new home!** If you relocated to a new state or city to find a job, immediately get involved in that community and get it on your resume. You need to look like you are from or have roots or have begun to sprout where you are looking. This helps avoid "Six Degrees of Separation."

**8 Job Seekers beware – It's not about you!** Watch for "I.s" in your cover letter. While your job search feels like it is about you – it is not. Write as if it is about the employer and what you can do for them. That is what they care about. Focus on your uniqueness – why you?

**9 If you have a job, don't quit!** If you are working – stay working. Do not leave because you are bored. It is infinitely easier to get a job if you have a job. If you have a bad day or bad week – stick with it. Work out what you need to work out at your current employer.

**10 Be an informed and sophisticated employee.** Understand your benefits. They are part of your compensation. Sit down with your husband, wife or partner and compare your plans. This should take hours, but it is critical as the landscape changes.