

Illinois ESOP Association HR Roundtable Hosted At Parksite

Parksite hosted the 2013 HR Roundtable for the Illinois ESOP Association on August 8th. The theme of the Conference was: "How do you involve employees in ownership behavior on a daily basis." We looked at six specific topics:

- The Role of Human Resources in an ESOP Company
- Maintaining involvement in remote ESOP locations
- Using Employee Ownership in hiring & recruitment strategies
- Wellness Programs in an ESOP Environment
- Employee Committees to drive ESOP participation
- The ESOP as a tool in Performance Management

Ten people attended from a range of small to medium sized Companies. Members of the Parksite HR Team shared leading the lively discussions. We began with the Parksite experience, listing the questions we asked to get to success in each of the six areas. We then asked the participants the same questions about their Companies.

Dick Hill opened the session, getting the group to define the various roles of HR and how those roles are tools that can affect ESOP thinking. HR is clearly a major driver in modeling and shaping the ESOP culture in successful ESOP organizations.

Next, Steve Dworski focused on involving those in remote locations through on-site involvement of ESOP representatives – our Culture Connectors – in sponsoring and promoting ESOP related activities. Steve related the ESOP culture to the modern day version of the American dream – the value of pride in hard work bringing individual success and reward.

Lesley Chermansky explored differing recruitment messages that appeal to multi-generational recruits with different values and goals. She focused on identifying the traits of pride in your work, teamwork, respect for others and a long term view of success as key elements that allow someone to succeed in the ESOP environment.

Kathy Kurinsky examined incentives and Wellness and how our Outcomes Based Program helps get a handle on peoples' efforts to manage their health. She then turned to the "million dollar question": How do you get people to commit to Wellness -- premium differentials, rewards such as iPods & gift cards, friendly competition with others – all are good, but to be successful, individuals must have an internal commitment to Wellness!

Next Dick Hill addressed the subject of different types of ESOP Committees and how to structure them to be sustaining over time. Careful definition of goals, ongoing measurable tasks and involvement of all levels of the organization are needed for a Committee to succeed in the long haul. Dick closed the meeting with the topic of ownership behavior – our Behavior Contract – and how it identifies the specific ways owners agree to work together to achieve mutual success. The Contract is reinforced through inclusion in Performance Appraisal and Improvement Planning.

This far reaching discussion of HR concepts with other ESOP Companies was truly beneficial for all at the session!

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