



**Human.
Resources.
Consulting.**

December Newsletter



December 1, 2021

Dear friends,

I looked back at last December's newsletter to reorient myself to where things stood, and our general mindset one year ago. In twelve months, so much has changed and yet so much remains the same. As the world braces for what the Omicron variant might mean, it's a reminder that we have learned the lesson of moving forward in the face of uncertainty so well! After all, what choice do we have?

At KMA, it's always been our view that a company's most valuable asset is its people, and this idea has extra resonance amidst the tidal wave of resignations and our tight labor market. In response, we have worked with our clients to develop a variety of employee engagement and retention programs, including: compensation structure reviews; market assessments; stay interviews; improved internal communications; more autonomy and flexibility for employees; support for parents in the workplace; wellness and mental health initiatives; investments in technology; and prioritizing work/life balance, among others.

Your Employee Value Proposition, or EVP, is essential to engage, retain and attract talent, and ultimately drive success. But it goes far beyond just compensation and benefits. We like to think of the EVP as a reflection of your employer brand, and recommend framing it in terms of your broader mission, values and culture. Your EVP is your key selling point to current employees, as well as to potential candidates. It's what sets you apart from your competition, and should be compelling, relevant and unique. If you haven't clearly defined your EVP, or you aren't communicating it effectively and strategically, please reach out to us and we can help you with this work as you head into 2022.

On behalf of all of us at KMA, I wish you a safe, healthy and joyful

holiday season, and Happy Hanukkah to all who are celebrating this week. I am truly grateful for this community, and together I look forward to tackling 2022 and all that it holds. We can handle anything.

Blessings!

Kim Anania
President and CEO
KMA Human Resources Consulting

Here's what else is happening at KMA:

**Lunch + Legal
conversations**
with



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**Ogletree
Deakins**

Employers & Lawyers, Working Together

**The Cultural and Legal
Considerations for
Prioritizing Mental Health
in the Workplace**

Webinar:
Wednesday, December 8th
from 12:00-1:00

REGISTER HERE

Join our webinar on Wed., December 8th from 12-1 PM EST

Research overwhelmingly indicates that employees are increasingly leaving their jobs for mental health reasons, including those caused by workplace factors like unsustainable work schedules and inadequate benefits.

In this Lunch + Legal Conversation with Aimee Blanchard Parsons, an employment attorney with Ogletree Deakins, Rhoda McVeigh will explore best practices for managing mental health issues in the workplace, how employers can promote a healthy culture, and the complexities employers must consider with respect to the ADA, FMLA and state laws.

[Register here.](#)

**Johnna Major to Present at the
Portland Regional Chamber's**



**Virtual Growth Basics for Business on
Internal Communications: A Strategy for
Employee Engagement**
Tues, January 11th from 8:00-9:00 AM EST

[Learn more and register here.](#)

She's Brilliant! Charlene DeCesare

**Charlene DeCesare,
Charlene Ignites LLC**
[shares the most useful advice
she has received.](#)



ICYMI: Recent Blog Posts

[How to Design a Powerhouse Team](#)

[US DOL Announces Emergency Temporary Standard \(ETS\) on
Vaccination and Court Order Issued Temporarily Staying
Enforcement](#)

[OSHA Suspends Emergency Temporary Standard on COVID-19
Vaccinations and Testing for Employers with 100 or More
Employees](#)

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