Enhancing Your Company Culture

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Overview

The people who power your company have never been more important. In fact, in a 2015 Deloitte survey, human resources and business leaders rated culture and engagement as their most important issues.[1] For HR executives like you, this means that it's imperative to not only attract and hire the best available talent, but also to inspire your current employees and build loyalty.

But there are significant barriers in your path. First, it's a job seeker's market—your potential candidates are now far more discerning and wield more power at the negotiation table. Also, it's increasingly difficult to measure up to your employees' expectations. There are now multiple generations in the workforce, and each one brings their own preferences and concerns. Compounding each of these challenges is the fact that your HR organization never stands still—you're always adding people, processes, and technology that contribute to more complexity.

To conquer these challenges, you need to simplify this complexity and fine tune your recruiting and hiring processes. And you need to find innovative ways to promote a company culture that raises employee engagement levels.

Simplify Recruiting and Hiring

Optimize your HR systems and Processes

There are several trends that are ramping up the pressure on you and your colleagues who are seeking to win over innovative individuals. A recovering economy and shrinking unemployment rate mean there are fewer people looking to join the workforce. And those who are seeking employment are using their personal networks and social media to help find the best culture and compensation available. The size and scope of your company could also present hiring and recruiting challenges. You're charged with staffing dozens of departments, spanning multiple locations.

If you can optimize your HR systems and processes, you can beat your competitors to the best and brightest job seekers and give your company a powerful competitive advantage. First, look for ways to leverage data to bring more intelligence to your recruiting and hiring activities. For example, you might consider an app like MosaicTrack, available on the ADP Marketplace, our new online store for HCM applications. This solution saves you time by automatically reading through resumes and social profiles to find the best talent based on culture fit and skill set.

Find ways to build on your existing systems or add solutions that automate specific HR activities. Take the time to explore software that automatically enhances your core HR stack. Background checks, I-9 processing, and employee recognition are all HR focus areas that are being revolutionized by automation, which subsequently frees up your team's time for more strategic initiatives.

Apps to Explore

Elevate Employee Engagement

Add Agility and Flexibility

While "culture" has become something of a buzzword, creating an engaging, nurturing environment for employees is more important—and more challenging—than ever. Corporate leaders are looking to you to build a company culture that inspires loyalty and sparks innovation; however, employee expectations are rising, and the workforce you're serving is made up of multiple generations. How can you ensure that your HR teams are prepared to meet their needs?

Adding agility and flexibility is the key to tackling these challenges. The workforce is changing fast, and your HR capabilities need to be able to match that speed and give your employees new programs and perks that boost job satisfaction and loyalty.

While overhauling your HR stack may not be an option, you can take advantage of modern, modular tools that quickly integrate with your existing systems. An example here would be Globoforce Recognition, an application created specifically to help you offer a customized rewards program to better recognize outstanding employee achievements. This is one of the many partner apps on the ADP Marketplace that adds a single-purpose solution to your existing HR systems, so you can more effectively tailor what you offer your diverse employee population.

Apps to Explore

Prioritize People (Not Paperwork)

Empower your colleagues

As an HR executive, the effectiveness of your employees is one of your top priorities. You want to give them the tools and technology necessary to serve such a large, diverse workforce. But you're noticing that your staff is spending more time managing internal systems and processes and less time with candidates and employees. These are important matters, but this imbalance represents a significant problem in an era where finding and retaining talent is crucial. You need an all-hands effort focused on people, not administrative tasks.

To empower your colleagues, you need to focus on linking your various HR systems to streamline your team's workflow. By leveraging application programming interfaces, or APIs, you can connect your various applications and create an integrated platform, one that's easily accessible, regardless of location or device. Expanding the number of systems you use is inevitable, but it doesn't automatically mean increased complexity if you select solutions that put a premium on integration.

As your company grows, you'll also find that your expanding HR organization needs to explore custom solutions. Designing and implementing purpose-built systems is another effective method that can help your colleagues minimize paperwork and repetitive tasks and keeps their focus on serving their fellow employees. APIs can help in this regard as well, allowing your systems to share data seamlessly in real time. This functionality enables you and your IT team to develop customized, targeted applications to address the particular needs of your company.

API Domains to Explore

- Benefits
- HR
- Staffing
- Talent
- Core
- Time
- Payroll
- Tax

Introducing the ADP Marketplace

At ADP Marketplace, you'll find best-of-breed HCM applications from ADP and our certified partners, all gathered in one place. Using the ADP Marketplace is easy. You can review features, watch demos, and browse dozens of apps designed to expand your capabilities and help you work more efficiently. From payroll to talent management to productivity, this collection of powerful applications gives you everything you need to manage your people better—from hire to retire. Visit apps.adp.com

Welcome to the ADP Developer Community

Along with the ADP and partner apps available on the ADP Marketplace, we've also opened our APIs so you can build your own applications, tailored to your specific needs. Visit the ADP Developer Community at developers.adp.com for documentation, forums, and support.

[1] Global Human Capital Trends 2015: Leading in the new world of work, Deloitte University Press, 2015.

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