



PEOPLE + PASSION = PROFIT

YOUR PEOPLE ARE A DIRECT LINK TO YOUR BOTTOM LINE AND AS A BUSINESS YOU NEED TO FOSTER A CULTURE THAT OFFERS ENCOURAGEMENT, MOTIVATION AND PRODUCTIVITY.

Human resources management is the strategic approach to the management of an organisation's most valued asset – its people.

Your people have varying needs for career advancement, support and development to understand and fulfil their roles. Ultimately your team's performance directly affects your business and its profitability.

Managing Director of EastCoast Human Resource Group Michalle Faulkner has experienced the tangible benefit business owners have gained by investing in their staff.

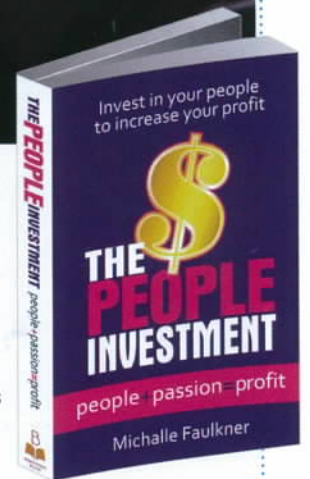
Having assisted many Caloundra based businesses over the past eight years, as well as businesses situated in all areas of the Sunshine Coast and beyond, Caloundra holds a special place in Michalle's heart. A passionate local resident for the past 38 years, Michalle believes strongly in supporting the Caloundra business community and is an advocate for buying locally to support Caloundra and that networking / cross referral should be a major part of our sustainable business strategy - - - that and investing in our staff of course!

Navigate the HR minefield with practical advice from Michalle in her new book *The People Investment*, it's a must read for every business owner and manager.

Michalle believes in the mantra of "invest in your people, increase your profit" and her new book is the 'how to' guide. It is the ultimate advice for business owners and managers to unlock the key to hiring and firing and getting the most out of your team

Through the formula PEOPLE + PASSION = PROFIT, Michalle argues the fundamentals for people engagement in business today and how this investment can engage each and every team member to consequently drive profits forward.

The People Investment is a refreshing approach to the area of human resources and offers the opportunity to glean a new perspective on team management and leadership embracing a change in the way business leaders manage their teams.



MICHALLE'S TOP TIPS FOR STAFF INVESTMENT

Getting it right the first time is the best option. Take the time to plan strategies around the recruitment of new staff bringing the right person into your team in the first instance.

Having a detailed, compliant and robust system around employing staff is key.

Communicate what needs to be done, how often and what expectations you have of your team.

Have an acknowledgement system in place that is more than just reviewing salary on an annual basis. Think outside the square, it doesn't have to cost a bomb. Often it's just two little words staff wants to hear - Thank You, your efforts are appreciated.

Regularly review policies to see where you are and make changes when required. They need to be living, breathing documents. ■

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