

Westside LINK

Summer 2011

Western Washington County Employer Council Newsletter



Top 10 Leadership Qualities According to IBM

Are you a manager of other people in your workplace? If so, a recent survey of CEOs by IBM will be of interest to you.

In an overall finding, the CEOs said that complexity is the top challenge facing managers and companies today. Given that, the qualities needed to lead others in the midst of that complexity are changing. Today, it's not how smart you are, or what type of companies you've worked at in the past that matter most. The #1 quality that is most needed today is creativity.

Creativity? At first that seemed strange to me. Sure, the creative types are important in the development and marketing areas, but in leading businesses? Aren't those leaders supposed to be applying tried and true methods they learned in B-school and at other companies? Apparently not any more.

And when you think of it, that makes sense. Would companies like Google, Apple or Facebook be at the top of the heap if they were doing it like everyone else? Probably not. Technology is changing the business landscape so fast these days, that only people with a creative streak, will be able to absorb it all and be able to channel it into products and services for the new reality.



Here's the full list:
Creativity 60%
Integrity 52%
Global thinking 35%
Influence 30%
Openness 28%
Dedication 26%
Focus, sustainability 26%
Humility 12%
Fairness 12%

*From The Marlin Company
By Frank Kenna*

Oregon Employer Council Library

Are you aware that the Oregon Employer Council (OEC) has an employer resource library?

The employer resource library is a service of the Oregon Employer Council, the International Association of Workforce Professionals (IAWP) and the Oregon Employment Department maintained for the use of Oregon businesses.

You are allowed to select up to three items at a time and the only cost to use the library is return postage.

Contact the Oregon Employer Council Coordinator at (800) 237-3710 ext 71305, (503) 947-1305 or email marney.rodick@state.or.us. You can also visit <http://findit.emp.state.or.us/oec/library-new.cfm> for a complete list of available materials.

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**Questions? Comments? Suggestions?
Would you like to submit a piece to the
Westside LINK?**

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July 22 - WWCEC Board Meeting
Aug 19 - WWCEC Board Meeting
Sept 14 - Communication Seminar
Sept 16 - WWCEC Board Meeting
Oct 12 - Social Media Seminar
Oct 17 - OEC Board Retreat
Oct 18 - OEC Coordinator Training
Oct 21 - WWCEC Board Meeting





Oregon Legislature Passes New Employment Laws during 2011 Session

Oregon lawmakers passed a number of labor and employment-related laws during the 2011 legislative session, which ended last week. Employers should be particularly mindful of the following bills and begin updating their policies and procedures to comply:

- HB 2240 indefinitely extends the statute which permits tipped food or beverage servers to waive their meal periods and prohibits employers from coercing employees into waiving their meal periods. Effective January 1, 2012.
- HB 2040 amends several existing Oregon wage statutes. Most notably for employers, it requires that any written notice of nonpayment of wages by an employee must include the estimated amount of wages or compensation alleged to be owed or an allegation of facts sufficient to estimate the amount owed. With this change, a submission of a written notice of nonpayment that does not include the estimated amount of wages or compensation owed will generally fail to meet statutory requirements. Importantly, an employee's failure to send sufficient written notice limits the penalty wages available. Effective January 1, 2012.
- HB 2036 lowers the standard for determining whether an individual is substantially limited in a major life activity, to further align Oregon's disability laws with the federal ADAAA. Already in effect.
- HB 2039 permits recovery of statutory damages and attorney fees against an employer that issues a dishonored ("bounced") check for payment of wages. Effective January 1, 2012.
- HB 2241 expands the definition of "uniformed service" to which employment discrimination protections attach to further align Oregon law with the federal definition found in USERRA. Already in effect.
- HB 2828 requires an employer with 10 or more employees to continue health, disability, life or other insurance while an employee is on jury duty, and also prohibits the employer from discharging, threatening to discharge, intimidating, or coercing an employee due to his or her jury service. Effective January 1, 2012.
- HB 3034 prohibits an employer from mandating that an employee use vacation, sick, or annual leave while on jury duty, and requires that the employee must instead be permitted to take unpaid leave. Effective January 1, 2012.
- HB 3482 expands the previously existing leave entitlement for victims of domestic violence, sexual assault and stalking to victims of harassment. The law requires a covered employer to grant unpaid leave and provide reasonable safety accommodations to harassment victims if requested. Notably, "harassment" includes both criminal harassment and harassment as defined under Oregon's employment law regulations. Effective upon Governor's signature.
- HB 3450 requires an employer to notify an employee in writing if an arbitration agreement is required as a condition of employment not less than 72 hours before the first day of employment. This law amends the previous statute requiring two weeks' notice. Effective January 1, 2012.

From Barran Liebman

Two \$1000 Scholarships awarded by Western County Employer Council

On Friday, July 22, the Western Washington County Employer Council will be awarding two \$1000 scholarships to local Washington County high school seniors.

WWCEC is proud to be able to offer a scholarship program to individuals working in Washington County or if not currently employed, to job seeking adults that reside within Washington County or to students currently attending an educational institution within Washington County. We hope that with these funds an individual can improve their standard of living by increasing their employability.

After reviewing an overwhelming amount of applications and hours of interviews, the scholarship committee made the decision to offer the 2011 scholarship to Katrina Henderson a senior at the Arts & Communication Magnet Academy in the Beaverton School District. Katrina will be attending Western Oregon University to pursue her degree in Education. We also will be awarding a second scholarship to Maria Castillo Santana a senior at Tigard High School. Maria will be attending Portland Community College before transferring on to a four year college.

For more information about our scholarship program contact Marti Spinks at 503-526-2706, marti.e.spinks@state.or.us or visit us at www.wwcec.org



Summer Reading on Customer Service

***Keeping Up in a Down Economy* By Bob Nelson**

This recent title from Bob Nelson, who is also the author of *1001 Ways to Reward Employees*, focuses on manager-employee relationships and offers suggestions on how to communicate with employees, involve them in management decision-making, develop their autonomy, and recognize and reward their performance. All with the goal of keeping them engaged and productive through these tough times.

***Exceptional Service, Exceptional Profit* By Leonardo Inghilleri and Micah Solomon**

Co-author Leonardo Inghilleri of West Paces Consulting was instrumental in creating the Ritz-Carlton Leadership Center and Learning Institute. *Exceptional Service, Exceptional Profit*, starts with one of the keys to Ritz-Carlton's success – building customer loyalty – and offers readers an approach to developing a service-oriented organization.

***10 Steps to Successful Customer Service* By Maxine Kamin**

Kamin's book takes a more focused and practical approach to customer service, offering step-by-step approaches and checklists for building relationships with customers, solving problems, dealing with difficult customers, and "creating and supporting a customer service culture." *10 Steps to Successful Customer Service* is also an excellent tool to share with your reps. Its advice, checklists, and self-tests focus on specific language and behaviors that reps can use to improve relationships in a variety of situations.

***Customer Service Training 101* By Renée Evenson**

The second edition of Renée Evenson's title on customer service training revises and updates her earlier edition and in particular adds material on the value of having a rep available to back up and add a personal touch to customers' self-service contacts. She also offers training ideas and instruction on issues ranging from making a positive first impression to listening carefully and handling difficult customers.
241 SW Edgeway Drive Beaverton Oregon

From Alexander Communications Group

Water. Rest. Shade. The work can't get done without them.

Heat illness can be deadly. Every year, thousands of workers become sick from heat exposure on the job. Some of these workers even die. These illnesses and deaths are preventable.

Who is affected? Workers exposed to hot and humid conditions are at risk of heat illness, especially those doing heavy work tasks or using bulky protective clothing and equipment. Some workers might be at greater risk than others if they have not built up a tolerance to hot conditions.



What is heat illness? The body normally cools itself by sweating. During hot weather, especially with high humidity, sweating isn't enough. Body temperature can rise to dangerous levels if precautions are not taken. Heat illnesses range from heat rash and heat cramps to heat exhaustion and heat stroke. Heat stroke can result in death and requires immediate medical attention.

How can heat illness be prevented? Remember three simple words: **water, rest, shade**. Drinking water often, taking breaks, and limiting time in the heat can help prevent heat illness. Employers should include these prevention steps in worksite training and plans. Gradually build up

to heavy work in hot conditions. This helps you build tolerance to the heat – or become acclimated. Employers should take steps that help workers become acclimated, especially workers who are new to working outdoors in the heat or have been away from work for a week or more. Gradually increase workloads and allow more frequent breaks during the first week of work. Also, it's important to know and look out for the symptoms of heat illness in yourself and others during hot weather. Plan for an emergency and know what to do – acting quickly can save lives!

Resources for workers and employers can be found at <http://www.osha.gov/SLTC/heatillness/>

From OSHA



Hire qualified people with Oregon's NCRC

The National Career Readiness Certificate documents work-related skills. It helps Oregon employers hire, train and retain qualified employees.

The NCRC is a nationally recognized certificate providing objective documentation of an individual's skills. The NCRC delivers assurance to employers that workers have the foundational skills needed to succeed in today's jobs. It also gives job applicants a tangible way to verify the skills needed to stand out to employers. Each NCRC carries a unique registration number that enables employers to electronically verify its authenticity.

The NCRC is distinctive because it measures applied skills in three core areas: Applied Mathematics, Reading for Information and Locating Information. The certificate is relevant for people with all levels of experience, for jobs at every point on the skill continuum and in nearly any industry.

An individual's performance on the assessments determines the level at which the certificate is awarded. Higher levels signify readiness for a wider range of jobs.

The NCRC helps business build and maintain a skilled workforce.

- Oregon's NCRC helps employers quickly identify qualified applicants.
- Job applicants holding an NCRC have a documented level of foundational skills, and are ready to be trained in the specific requirements' of a job.
- The NCRC can reduce your hiring and training costs, and employee turnover.
- THE NCRC can be easily incorporated into your existing hiring practices as one factor in many to consider determining an applicant's fit to the job opening.

The Oregon NCRC program is funded with federal Workforce Investment Act (WIA) funds and American Recovery and Reinvestment Act (ARRA) funds, administrated by the Oregon Department of Community Colleges and Workforce Development. The Oregon NCRC is an equal opportunity program.

The Increasing Call for Work-Life Balance Work-life balance is now the second most important driver of employee attraction and commitment, says CEB research

The economic downturn has placed tremendous pressure on employees over their long-term job security. Employees are responding by seeking out employers that offer a better work-life balance, and research shows they work harder for those that do.

In the current economic environmen, work-life balance now ranks as one of the most important workplace attributes—second only to compensation, according to research conducted by the Corporate Executive Board among more than 50,000 global workers. And employees who feel they have a better work-life balance tend to work 21% harder than those that don't.

The critical need to ensure an adequate work-life balance for employees in the downturn is largely being neglected by employers as more and more pressure is put onto employees. In 2006, 53% of employees felt they had a good work-life balance; that number fell to 30% in the first quarter of 2009.

Several misconceptions prevent organizations from optimizing their ability to deliver on the work-life balance promise. For example, most organizations mistakenly provide costly services, such as an on-site gym or health-care services when, in fact, fewer than 20% of employees actually value these types of benefits. Instead, the best organizations recognize that the most appreciated service they can provide their employees is the "gift of time." In fact, more than 60% of the employees polled in the CEB study identified flexible schedules as the most important work-life practice their employer could provide.

In addition, most organizations focus on the actual consumption of work-life services they offer. Ironically, boosting workforce productivity does not hinge on employees actually participating in the work-life services offered by their employer. Employees just need to be reassured that the service is there and that they have the option to participate if they want to. In other words, the option value of work-life balance practices is more important at improving employee effort than the actual consumption of those same work-life balance practices.

The fact that nearly 60% of HR executives polled felt satisfied with the work-life services of their organization, while just 16% of employees felt the same, illustrates a fundamental disconnect when it comes to work-life benefits. The companies who most effectively address and close that gap stand the best chance of achieving the high levels of employee attraction and retention they seek.

By Bloomberg Business Week