



Always Designing for People®

# Human Capital Management (HCM)

## Conversation Starters

### How to talk with your business owner clients about the underlying concerns driving their need for more Human Capital Management support.

We know your clients are seeking a partner who can help them **streamline their services, stabilize their costs,** and help **secure them from risk.** Here are a few ways to get those conversations started and showcase your value.

A supportive, inclusive and empowering workplace culture is essential to attracting and retaining talent

and driving productivity by ensuring that workers are satisfied in their jobs, engaged with their companies and looked after as people.<sup>1</sup>

#### Start with broad questions about your clients' needs by asking:

- What are their most important goals right now?
- What are their biggest concerns?

Notes:

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#### Help your clients **streamline their services by:**

- Simplifying paperwork and processes to effectively manage time and risk
- Efficiently and quickly filling open positions
- Automating tax, wage garnishments, unemployment claims

Notes:

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#### Conversation starters:

"Are you concerned about potentially costly errors because of the way your team is handling payroll taxes today?"

"How efficient are your onboarding and paperwork processes for new hires and HR staff?"

"How long does it take for your business to fill open roles?"

"How much time would you estimate your teams are spending managing benefits for your employees?"

<sup>1</sup> ADP Research Institute's People at Work 2023: A Global Workforce View.

\* ADP® does not provide investment or legal advice. This checklist is not intended to be comprehensive and may not address all matters that pertain to your plan. Please consult with your own tax or legal adviser for advice regarding your own plan or company.



## Help your clients **stabilize** costs by:

Notes:

- Understanding how competitors are compensating their employees
- Attracting the right candidates to avoid costly turnover
- Supporting employees' benefits selection

### Conversation starters:

"Are you currently getting insights into global labor expenses to help guide compensation decisions?"

"What online tools or methods are you using to reach the right candidates for your business?"

"How is your team helping employees in making important benefits decisions for themselves and their families?"

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## Help **secure** your clients from risk by assisting them in:

Notes:

- Monitoring legislative and compliance changes
- Creating partnership and transparency with compliance colleagues
- Supporting clients' compliance with Affordable Care Act (ACA) requirements
- Cultivating a productive culture amid rapidly-changing workplace norms

### Conversation starters:

"Do you have a reliable way to stay up-to-date on key administrative and compliance changes?"

"How do you track and monitor compliance requirements for payroll and taxes today?"

"How are you managing compliance risks related to hiring new employees?"

"Are you concerned about providing new hires with the best possible start — especially with so many people now working remotely?"

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