

Mineral[®]

HR and compliance made simple.



2023 State of HR



Essential Elements

3 building blocks to achieve HR & compliance success for small and mid-sized employers.



Table of contents

Introduction	3
Three essential elements to achieve HR and compliance success	
Essential Element I	4
Automate your employee handbook	
Essential Element II	6
Enable strategic solutions	
Essential Element III	8
Optimize employee learning	
Conclusion	10
Leverage technology to modernize business and people performance	
About Mineral and the State of HR Report	11
Learn about the producers of the 2023 State of HR Report	

Introduction



“

The real wealth of the nation lies in the resources of the earth.

Rachel Carson,
American conservationist

”

Influential American conservationist Rachel Carson used these words to show how the smallest elements—including soil, plants, and minerals—can hold the most significant value and impact.

At Mineral, we agree—which is why our organization’s mission, values, and even our name are aligned to serving as the HR and compliance leader to more than 1 million small and midsize businesses (SMBs), the largest such network in the world.

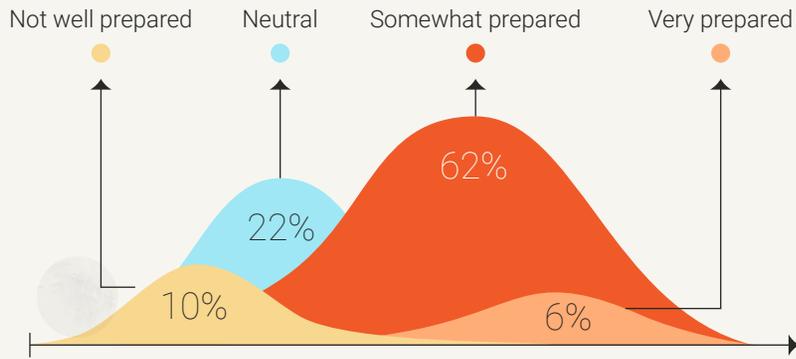
SMBs, more than 33 million strong at the end of 2022, according to federal data, employ most of the US workforce—clear evidence showing the smallest companies hold the most significant value and impact. And their employees, along with the HR programs that support them, are the real wealth of the nation.

As such, we’ve identified three essential elements for SMBs to maximize those resources to achieve HR and compliance success:

- Automate your employee handbook.
- Enable strategic solutions.
- Optimize employee learning.

Automate your employee handbook

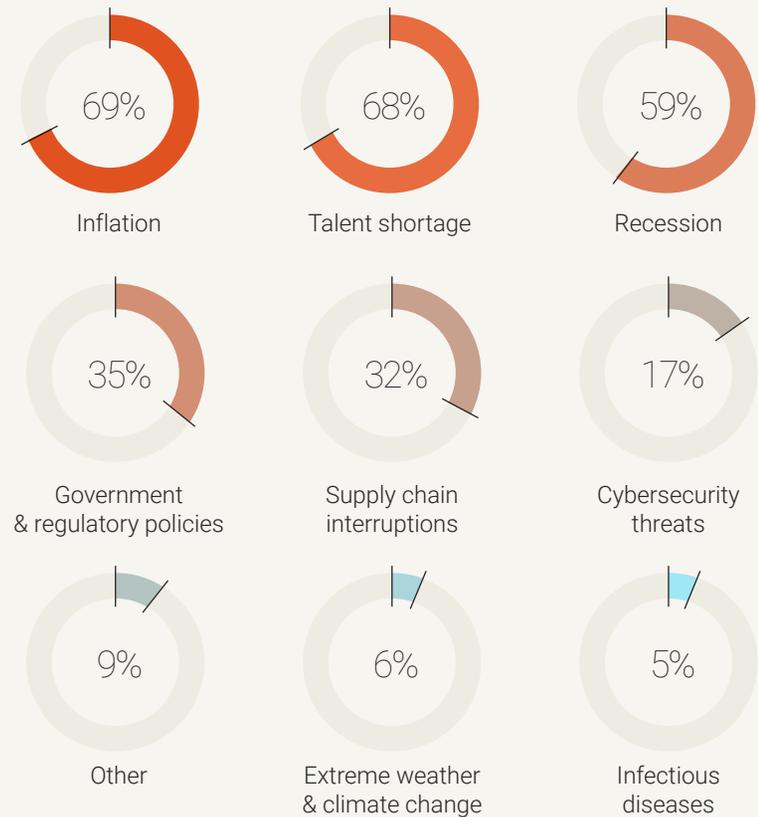
Preparedness to achieve success in critical HR and compliance initiatives



Just 6% of SMBs self-report being "very prepared" to succeed with HR and compliance, according to the Mineral 2023 State of HR Report. When taking a closer look at the headwinds leaders face in today's employment and economic environment, it isn't difficult to see why:

- 69% are concerned about the overall effect of inflation on their business.
- 68% worry about talent shortages.
- 35% are kept up at night by regulatory policies.

Top macro trends leaders worry may negatively affect business



ESSENTIAL ELEMENT I : AUTOMATE YOUR EMPLOYEE HANDBOOK

These macro-level concerns create ground-level struggles, most notably:

- Keeping employee handbooks up to date (55%), identified as the No. 1 HR/compliance challenge for SMBs.
- Recruiting and hiring (36%).
- Fulfilling benefits and payroll mandates (29%).
- Complying with workplace safety laws (28%).

Following the data trail of business breadcrumbs, it's clear that leveraging technology to achieve end-to-end automation for creating and updating employee handbooks could be a root solve for SMBs to achieve HR and compliance success—at levels far higher than the 6% noted by 2023 State of HR respondents.



Essential element:

Use technology to create and update your employee handbook.

Your organization's handbook serves as a roadmap for employees, offering clear guidance on company policies and expected behavior in the workplace.

Beyond serving as an introduction to your corporate culture, a good handbook can also help protect your business against termination, harassment, and discrimination claims.

Mineral offers you a way to stop the cycle of write, distribute, repeat—without ever having to start from scratch or having to edit, find, and replace when regulations change.

With **Smart Employee Handbook Plus**, you'll fill out a short questionnaire to auto-generate a federal and multi-state compliant handbook available for immediate download. When laws and regulations change, we'll notify you and automatically update applicable policies in the handbook. From there, you can also manage employee e-signatures, plus generate a Spanish-language version to support a multilingual workforce.

More from Mineral about employee handbooks:



[3 Handbook essentials you could be missing](#)



[How to make good use of your employee handbook](#)



[Handbook policy must-haves](#)

Enable strategic solutions

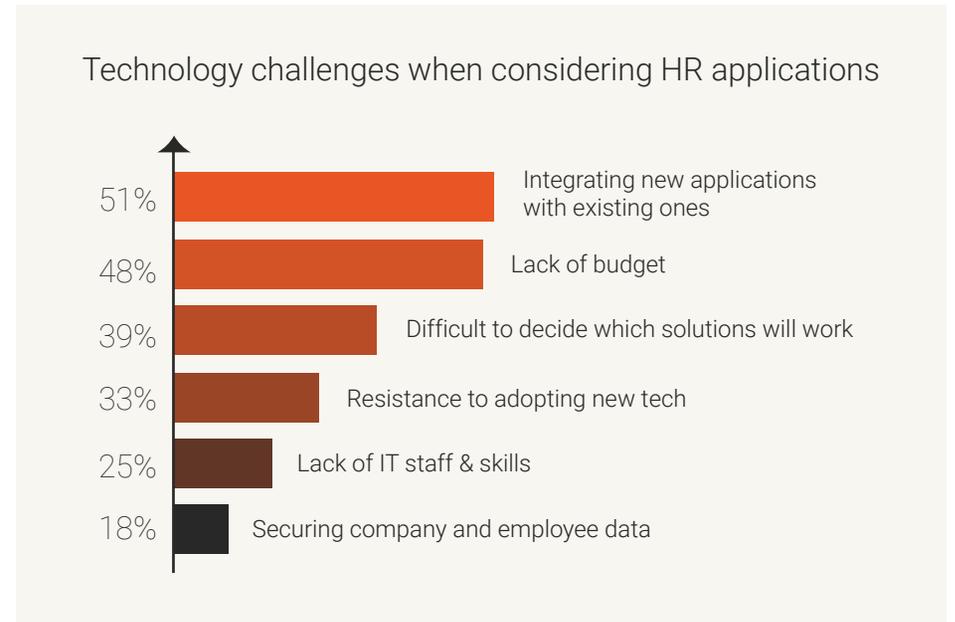
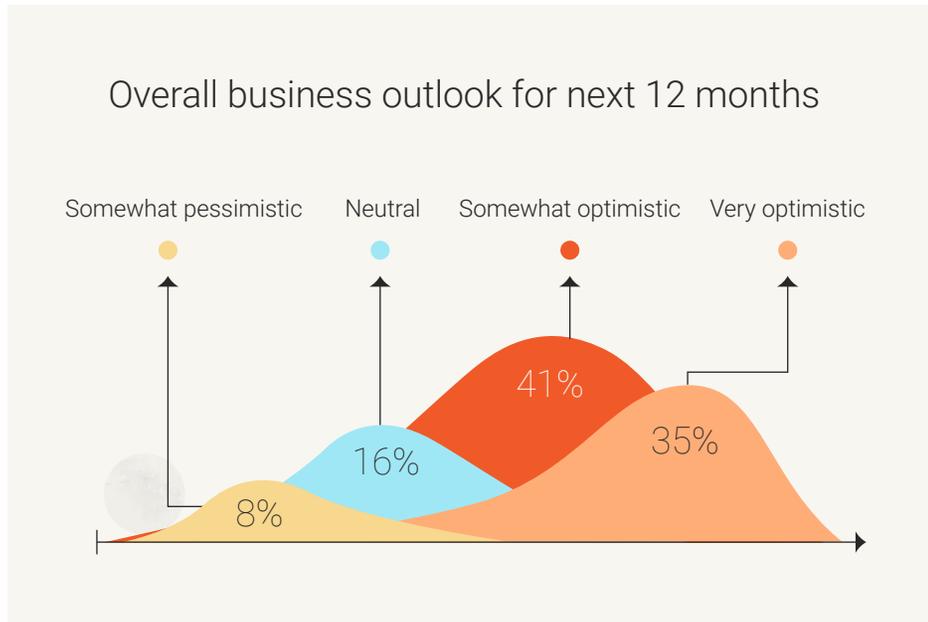
The 2023 State of HR Report reveals more than three-quarters of SMB leaders (76%) are optimistic about their business outlook. At Mineral, we agree: the future for SMBs is most definitely bright.

Business leaders can supercharge that sunny outlook by making strategic investments that add greater efficiency and effectiveness to HR and compliance to secure that future.

But how? With only so many ways to stretch finances after tending to their people and their products, small business leaders apparently are feeling the squeeze from trying to adjust the balance sheet to fit in HR and compliance support.

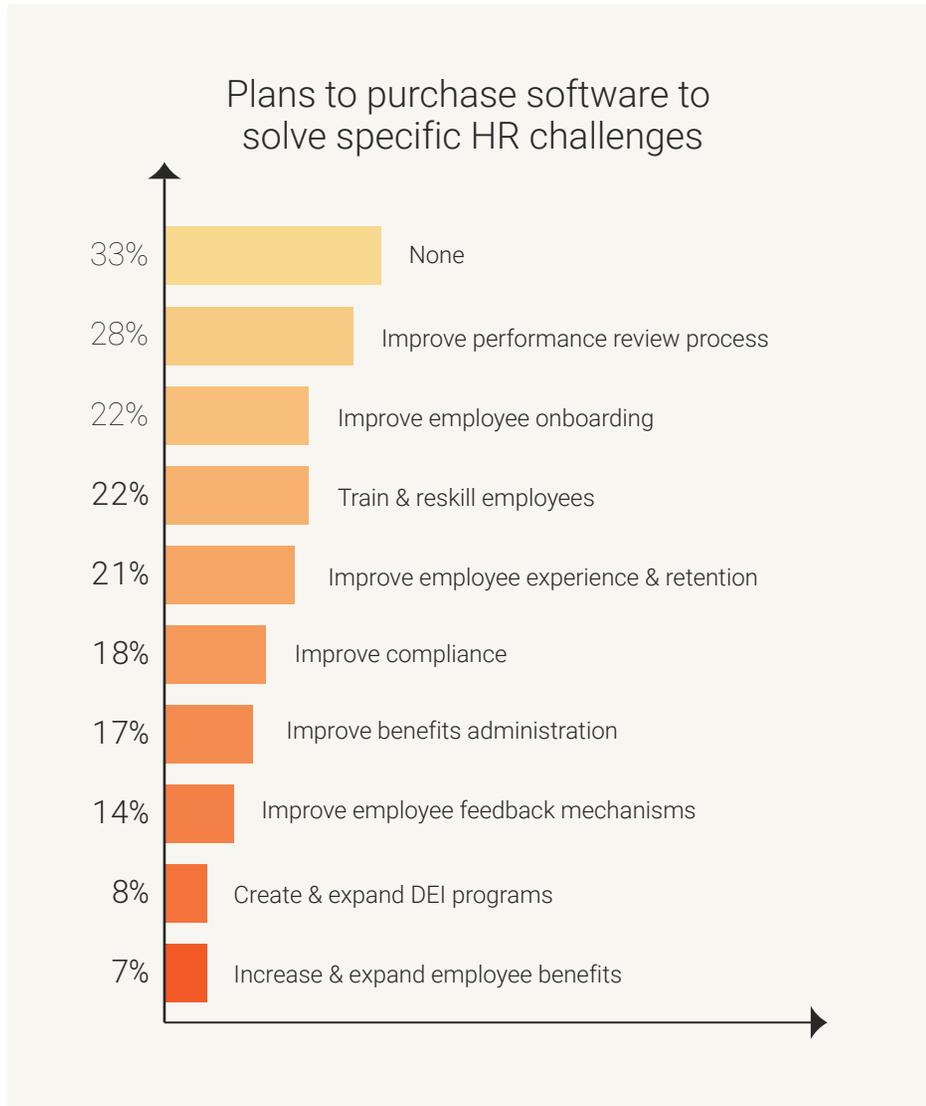
According to the State of HR Report:

- Fewer than one-third (32%) of SMB leaders currently use HR and compliance technology.
- When asked about their future plans to invest in HR technology, the No. 1 answer among respondents was "None."
- One of the top obstacles to buying HR/compliance technology, cited by nearly half (48%) of the leaders surveyed, is "lack of budget."



ESSENTIAL ELEMENT II : ENABLE STRATEGIC SOLUTIONS

Holistic solutions that support SMBs in effectively managing HR, compliance, and workforce development are a more affordable path forward compared to standalone point solutions that only address a single area.



Essential element:

Enable holistic HR and compliance solutions that blend high-tech and high-touch.

Whether your company specializes in lattes, landscaping, or anything in between, hiring new employees, managing medical leaves, and strategizing about pay and benefits is all part of the cost of doing business. Mineral **Guided HR Compliance (GHRC)** seamlessly combines human interaction with technology automation to take your business operations to the next level.

Powered by tools to help you build employee handbooks and proactively train employees against workplace harassment, GHRC is anchored by a nationally distributed team of HR Experts. From this team, you'll partner with a dedicated expert who understands the unique complexities of your organization. Your Dedicated HR Expert acts as an extension of your HR team through an ongoing, consultative partnership.

More from Mineral about Guided HR Compliance support:

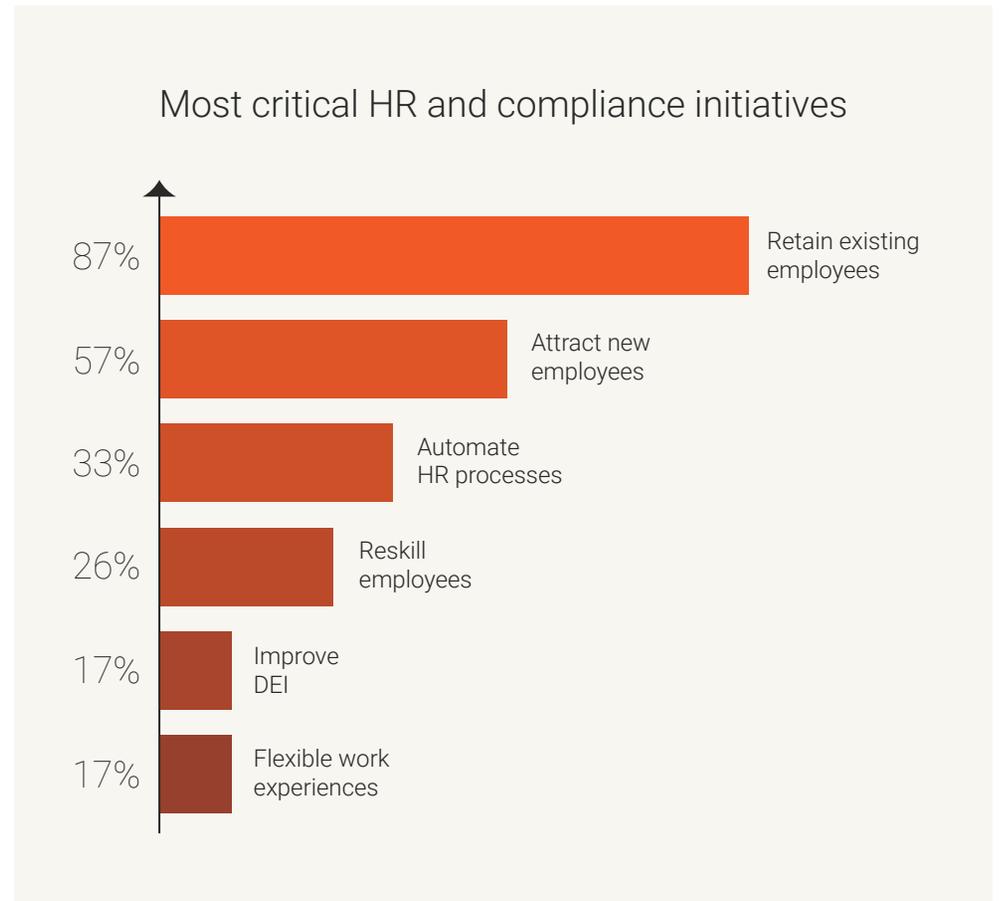
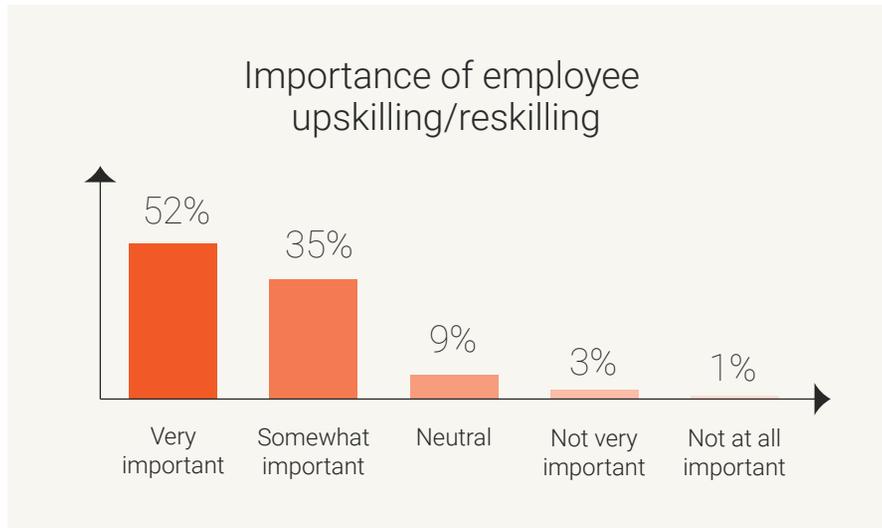


Optimize employee learning

When it comes to business success, SMB leaders are unequivocally putting their nest eggs in the employee basket: State of HR results show that respondents say their top two business priorities are:

- Retaining existing employees (87%).
- Attracting new employees (57%).

Training and developing employees to successfully meet the critical role they play in business maintenance and growth can optimize SMBs to be nimble yet prepared as workforce skill demands shift, accelerate, and/or expand.



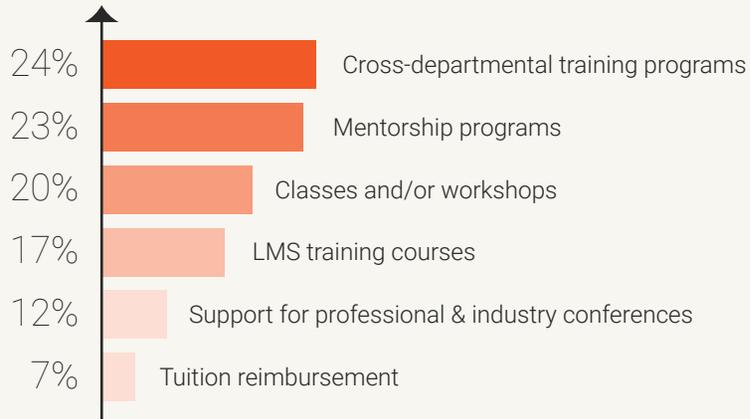
ESSENTIAL ELEMENT III : OPTIMIZE EMPLOYEE LEARNING

This workforce development philosophy aligns with the mindset and priorities of SMB leaders, according to the 2023 State of HR Report:

- A wide majority (87%) say upskilling/reskilling employees is important.
- All have plans to offer one or more types of employee training/career development—including classes/workshops, courses through a learning management system (LMS), and tuition reimbursement.

Optimizing employee development to cultivate a culture of learning is the key to helping SMBs capitalize on those top business priorities to recruit and retain workers. Building a learning culture includes providing training modules that span a wide skills spectrum—from management/leadership abilities and DEI (diversity, equity, and inclusion) to technical qualifications and workplace safety.

Planned career development programs



Essential element:

Future-proof your workforce today

Effective employee training takes time, energy, and money—and we know SMBs have none to spare. Setting your employees up for success in today's complex and fast-paced work environment while building a strong and nimble business is a big challenge for a small company. Mineral makes it easy and affordable.

Access Learn, Mineral's LMS (Learning Management System), specially curated with rich and diverse employee training programs to train, develop, upskill, and reskill your employees to meet current business needs and future demands.

Start your training transformation:

[Learn more](#)

CONCLUSION



“

Productivity is the deliberate, strategic investment of your time, talent, intelligence, energy, resources, and opportunities in a manner calculated to move you measurably closer to meaningful goals.

Dan S. Kennedy,
strategic advisor, consultant, business coach, and author,
influencing more than 1 million business owners annually

”

As Kennedy rightly notes, building a stronger business requires “deliberate, strategic investment.”

Data from the 2023 State of HR reveals that for many SMBs, investments in “time, talent, intelligence, energy, resources, and opportunities” are deliberate for certain, but not necessarily strategic and calculated. Bringing 21st century solutions to address business challenges will be critical to SMBs’ growth and success in the year ahead.

Leveraging technology to modernize both business and people performance is the key to help SMBs “move measurably closer to meaningful goals” that all business leaders seek.

About Mineral

Trusted by more than 1 million companies, Mineral is the HR and compliance leader for growing businesses. Mineral's flagship solutions, including the Mineral Platform, Mineral Intelligence, and Mineral Experts, combine data, technology, and human expertise to take the guesswork out of HR and compliance, and give clients peace of mind. Partnering with more than 2,500 industry-leading insurance brokers, health insurance companies, PEOs and HCMs, Mineral has built the largest HR community in the US. Mineral was formerly known as the combined entity of ThinkHR and Mammoth. For more information, visit trustmineral.com.

About the Mineral State of HR Report

Conducted annually since 2021, the Mineral State of HR survey gathers and analyzes responses from HR and business leaders across a wide range of workforce topics related to human resources, compliance, and overall business health.

The 2023 State of HR survey was a 44-question web-based questionnaire fielded in May 2023, with 750 respondents in businesses with 1 to 3,000 employees, representing nine industries. Respondents self-identified as being knowledgeable about their organization's HR and compliance initiatives, and included HR professionals, business owners, presidents, CEOs, and partners.

All 2023 State of HR data was collected, analyzed, verified, and produced by [SMB Group](https://SMBGroup.com). All content for the 2023 State of HR Report was developed and produced by Mineral. Find full data, methodology, analysis, and resources at trustmineral.com/state-of-hr.

Get more from Mineral

Find full data and analysis from the 2023 State of HR at trustmineral.com/state-of-hr.

Mineral[®]

HR and compliance made simple.

About Mineral

Trusted by more than 1 million companies, Mineral combines data, technology, and human expertise to take the guesswork out of HR and compliance. Partnering with insurance brokers, PEOs and HCMs, Mineral has built the largest HR community in the U.S. Mineral was formerly known as ThinkHR and Mammoth. Learn more: trustmineral.com. ©2023 Mineral, Inc. REPORT-SOHR2023GrowthReport-TM-11-9-2023-PDF