

The background features a blurred image of business professionals in a meeting. Overlaid on this are several white circular icons: a group of three people, a person with a briefcase, a person with a briefcase, and a person with a briefcase. A network of white lines connects these icons across the page.

5 Tasks HR Consultants Can Accomplish That Can Help Your Small Business

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5 Tasks HR Consultants Can Accomplish That Can Help Your Small Business

Written by Kelsey McKeon

When small businesses need professional expertise, they turn to consultants and other professionals to help them meet business challenges.

Small businesses face unique challenges when it comes to routine human resources tasks. Employees can feel spread thin if businesses don't have a dedicated HR department.

HR consultants help businesses implement and manage important HR processes such as hiring, benefits, and employee training.

If you're considering hiring a human resources consultant but don't know where to start, this article provides 5 standard tasks a consultant can help your business accomplish.

1. Recruiting

Human resources consultants, whether generalists or specialists, can help businesses with hiring and recruiting.

Smaller companies and startups often need employees on different teams to review resumes, interview, and onboard new candidates.

If your company does not have an in-house human resources department, it can quickly become overwhelming for junior and senior staff to balance recruiting with their other responsibilities.

An HR consultant can help set targets for recruiting, coach teammates on what to look for in resumes, and create interview questions that will help you find the best candidate.

This is especially helpful when junior teammates are involved in hiring. HR consultants can coach interviewers on the importance of emotional intelligence and cultural fit within an organization.

Once candidates are hired, the HR consultant can assist your team by creating employee onboarding standard operating procedures (SOPs).

Even if they're not interviewing candidates, HR consultants can help you recruit the best talent for your growing company.

2. Set and Interpret Policies

Every company knows they need to follow the law, but what happens when those laws are challenging to interpret or communicate?

HR professionals will help your business make sure your business complies with local and federal regulations and assist in communicating those regulations and policies to your employees.

In-house human resources teams often work to ensure a company meets standards for compliance.

According to Paychex, HR compliance best practices entails outlining policies and procedures to make sure your company's practices adhere to all state and federal laws and regulations.

Some of these regulations can include:

- Harassment
- Discrimination
- Wages
- Benefits
- Family leave
- Immigration

These are all areas that have specific legal guidelines for employers, but those legal guidelines are often challenging for people without a legal background to interpret.

HR consultants can help assess your company's compliance on these and other issues, and also help you communicate that compliance to your team.

3. Organize and Conduct Staff Trainings

Smaller companies often divide training responsibilities among teammates. HR consultants can help by instructing trainers and facilitating important training for the office.

Onboarding new teammates is one example of training HR consultants can assist with.

Employees at small companies and startups often divide their core responsibilities, such as marketing or sales, with providing training and professional development for their teams.

HR consultants can audit the company's onboarding process and make sure onboarding materials are in line with the company's employer value proposition.

If your company doesn't facilitate a presentation about employee benefits, for example, an HR consultant might offer to create and present important information about healthcare benefits for the entire staff.

HR consultants can also suggest what other training or presentations might be valuable for your organization. Some companies host CPR and safety training, for example, that HR facilitates.

4. Facilitate Agreements with Outside Stakeholders

Human resources departments are often the primary liaison between company management and important stakeholders, such as insurance brokers and legal services providers.

Some HR consultants will specialize in employee benefits programs. This will come in handy when facilitating agreements with insurance brokers, for example.

Insurance brokers are professionals who help businesses find and implement effective insurance policies for their employees.

Brokers act as liaisons between businesses and insurance companies. An HR consultant can help your company find and develop a relationship with a reputable broker.

5. Implement Employer Branding Initiatives

Consultants can help your business create a value proposition and marketing campaign that attracts top talent.

Employer branding is the practice of marketing your business as a place to work with a unique value proposition for potential employees.

You can promote your employer brand on social media, job boards, and recruiting events.

HR consultants can work with your marketing team to come up with a comprehensive marketing strategy to reach prospective applicants.

They can help marketing teams by:

- Identifying a target audience for the campaign
- Creating a list of perks and benefits to promote
- Reviewing marketing materials for accuracy

By implementing an employer branding strategy, your business will have an easier time recruiting top talent.

HR Consultants Solve Small Business Challenges

Small businesses and startups often lack in-house human resources expertise. HR consultants can help.

HR consultants help businesses implement employer branding strategies to aid in recruiting new teammates.

They also act as liaisons between insurance brokers and the company, acquiring the best benefits for employees.

Finally, HR consultants work on compliance and training for teams who need more context about workforce laws.

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