

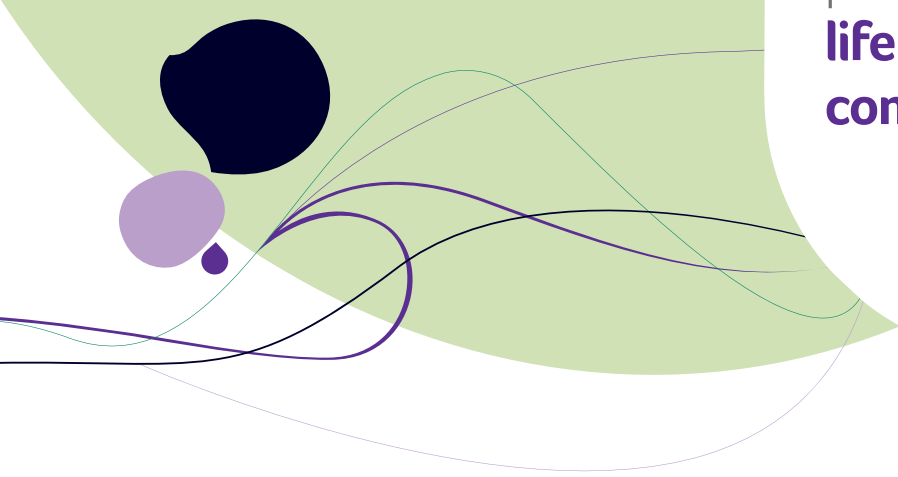


Moving forward...  
**Guide to People**

sage

In your third **‘Moving forward’** guide we’re offering hints and tips on making a happy workforce a priority for your business.

Whatever the nature of your business, people are an essential part of your success. A happy and inspired workforce is more productive, more motivated and more likely to stay with you for the duration. This guide will help equip you with the relevant tools and knowledge you need to make your work force a happy one.



**Passionate**  
people breathe  
**life** into a  
**company**

# Inspire your workforce

## Inspire

People that feel **inspired** to work for a company are more productive and more likely to stay longer in a business.

## Tip

If you **hire positive people** who believe in what your business does, they'll be more willing to commit to the aims of your business and help you progress. Ensuring your employees' skills are always up-to-date is another great way to improve the overall performance and productivity of your business - it can also help reduce employee turnover.

## To do...

Make sure you're getting the most out of your employees, improve staff morale and productivity by evaluating and **updating your training policy.**

## Did you know...

You can boost the skills of your people for less with our cost-effective Sage Training Passport

## Find out more...

## Moving forward...

Make the most of your software, so you can make the most of your business, with Sage Training. Find out more about **Sage Training**

Call **0800 33 66 33** or visit [www.sage.co.uk/store](http://www.sage.co.uk/store) for more information

# Invest in customer service

## Millions

It used to be that a good or bad customer experience would be shared between several friends. The Internet now means it can influence millions of people.\*

## Tip

Regularly listening to customer feedback will help you improve products and services to better match your customers' needs. Utilise your ability to **adapt quickly**, as providing great customer service is one of the best advantages smaller businesses have over larger competitors.

## To do...

Develop strong relationships with customers, understand their needs and **adapt products and services** to meet them.

## Moving forward...

Track your performance and build great customer relationships with help from ACT! by Sage, our contact management software.

Find out more about **ACT! by Sage**

Call **0800 33 66 33** or visit [www.sage.co.uk/store](http://www.sage.co.uk/store) for more information

\*[www.100thoughts.hsbc.co.uk](http://www.100thoughts.hsbc.co.uk) - HSBC 100 thoughts, RJ Friedlander CEO of Review Pro.



# Know your employees parental rights

23%

23% of fathers are **unaware** of recent changes to paternity rights.\*

Tip

Having a baby is a significant time for anyone, so it's important to provide support for your employees during this time. Did you know? There is **new legislation regarding Paternity rights**, which will introduce Additional Paternity Leave and Pay for fathers of children due on or after 3 April 2011. Find out more...

To do...

**Make sure you're aware of** Maternity, Paternity, Adoption and Parental **leave requirements** and make all your employees aware of their rights also.

## Did you know...

Payments of Statutory Maternity, Paternity and Adoption Pay count as earnings. You must **deduct tax and National Insurance contributions** (NICs) from them in the usual way

## Moving forward...

Keep on top of all HR rules and regulations and keep your employees up-to-date too. Find out more about **Sage HR Advice**

Call **0800 33 66 33** or visit [www.sage.co.uk/store](http://www.sage.co.uk/store) for more information

\* [www.fatherhoodinstitute.org](http://www.fatherhoodinstitute.org) - Why don't men take Statutory Paternity Leave?

# Pay people the right way

59%

59% of the UK's employees have been affected by a **payroll error**.\*

Tip

**Trust in a company is important** and nothing will de-motivate your employees more than an error in their salary. Choose the right style of payslip to help employees understand their pay. Ensuring all relevant information is shown clearly on their payslips will take away any confusion.

To do...

Make **paying your people** the right amount and **on time** a priority for your business.

Keep everyone happy with straightforward and accurate payroll stationery.

**All Sage Stationery is 100% compatible with our software.**

**Find out more...**

## Moving forward...

Make paying your employees accurately, quick and easy. Find out more about **Sage Instant Payroll** and **Sage 50 Payroll**

Call **0800 33 66 33** or visit [www.sage.co.uk/store](http://www.sage.co.uk/store) for more information

\* [www.payrollworld.com](http://www.payrollworld.com) - News, Pay: Equal pay threatens to spark coalition Government conflict

# The right person makes all the difference

1/4

Our research shows that 1/4 of small to medium enterprises are **planning to hire** in the next three months.\*

Tip

Knowing exactly who you are looking for is extremely important, as the right candidate can have a **positive effect on your business**. Advertise online to reach more potential candidates, and make sure you take advantage of industry specific job advertising websites to target the right people for your business.

To do...

Use industry specific websites to **reach the best candidates** when recruiting both temporary and permanent staff.

## Moving forward...

Get support and guidance throughout the hiring process, find out more about **SageCover** and **SageCover Extra**

Call **0800 33 66 33** or visit [www.sage.co.uk/store](http://www.sage.co.uk/store) for more information

\* [www.smallbusiness.co.uk](http://www.smallbusiness.co.uk) - SMEs look to hire staff

## To do list...

- 1 Make sure you're getting the most out of your employees, improve staff morale and productivity by evaluating and **updating your training policy**.
- 2 Develop strong relationships with customers, understand their needs and **adapt products and services** to meet them.
- 3 **Make sure you're aware of** Maternity, Paternity, Adoption and Parental **leave requirements** and make all your employees aware of their rights also.
- 4 Make **paying your people** the right amount and **on time** a priority for your business.
- 5 Use industry specific websites to **reach the best candidates** when recruiting both temporary and permanent staff.

Look forward to  
our next online guide,  
**Moving forward...**  
**100 Top Tips**

## To find out more...

...about how our **software** and **services** can help you to motivate your employees call us on **0800 33 66 33**

The Sage logo is displayed in a bold, green, lowercase sans-serif font. The letters are closely spaced, and the 'g' has a distinctive shape with a small loop at the bottom. The logo is positioned in the bottom right corner of the page, set against a white background.