



CREATIVE SOLUTIONS from CREATIVE PEOPLE

By Dion McInnis, Empowered Creativity Institute

Knowledge and experience leads to creative solutions: Get out of the rut of “the way things are usually done.”

Nicole Bellow, Senior Human Resources Consultant with Smarter HR Solutions, explains that by tapping into her 20-plus years of experience in human resources for large corporations, she was able to develop the awareness, knowledge and solutions that benefit smaller businesses. “Looking in the face of a business owner who isn’t familiar with all the current rules, regulations and practices in HR, I see the chance to help them increase their profits while reducing their risks related to HR issues.” She accomplishes this by getting out of the rut of how professional services like hers are generally packaged and priced.

Nicole empathizes with the challenges facing a small-business owner who tries to navigate the complicated field of human resource issues. Familiar with how most human resource service companies package and price their programs to small businesses, she knew there could be more creative approaches. Her concepts were validated in the job she held before starting her current company.

The light bulb moment happened while in a meeting with her previous boss as they discussed a variety of measures that Nicole had developed and implemented based on focusing expertise specifically where it was needed. During the meeting, it became clear that her plans saved her employer more than \$300,000. Nicole said with a beaming smile, “I thought ‘hmmmm, I can do this for others, too’ and that was the beginning of the concept of my business, Smarter HR Solutions.”

Basically, she creates packages of expertise to fit any business owner’s needs and budget particularly small- and middle-market businesses. “I conduct a human resources audit, and then point out plans that can help the business owner. I focus first on the issues that are most likely to get the owner in trouble.” Her approach begins with the business owner and solution packages involve a mix of resources.

By getting out of the rut of expansive HR solutions, she moved to smarter solutions that creatively align the client’s needs and budget. “Why sell all the luxury car with all the options when the customer is best served with dependable transportation without the frills. Professional services can be packaged in similar ways.”

Nicole’s creative use of focusing on the clients and their realities first has led her to programs that better suit client needs, urgencies and future plans. Consider this client-first view of your professional services to re-consider ways to package and deliver what you offer.



Smarter HR Solutions

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Creativity Tips from Empowered Creativity Institute

Think of all the services or programs that you offer. Write them on a whiteboard or spreadsheet. Consider this as your business’ ingredients to a “solution recipe.”

Consider the various ways to put the ingredients together. Perhaps you use more one-on-one consulting, or more group online info sharing, or different types of deliverable reports...of all the things that you offer, you can put the ingredients together in just the right way to satisfy each client’s taste for solutions.

Look at past experiences as guides to what potential clients. Chances are good that you could quickly develop several solution packages for clients in various types of situations. This replicability will make you more effective and efficient in serving your customers.