



**CREDIT LIST – 2009-2018**

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[Web Site](#)

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## **BOOKS**

- [21<sup>st</sup> Century Secrets to Effective PR](#) (Strategic Communications, 2018)
- [Best Practices in Influencer Marketing](#) (Strategic Communications, 2016)
- [The Everything Guide to Customer Engagement](#) (Adams Media, 2014)
- [The Everything Resume Book](#) (Adams Media, 2012)
- [Motivating Today's Employees](#) (Self-Counsel Press, 2012)
- [Complete Idiot's Guide to Strategic Planning](#) (Penguin Press, 2011)
- [Direct Mail in the Digital Age](#) (Self-Counsel Press, 2011)
- [The Everything Job Interview Book, 3<sup>rd</sup> edition](#) (Adams Media, 2011)
- [Human Resource Essentials](#) (Society for Human Resource Management, 2010)
- [Managing Off-Site Staff](#) (Self-Counsel Press, 2010)
- [Employee Management for Small Business](#) (Self-Counsel Press, 2010)
- [Telecommuting](#) (Self-Counsel Press, 2010)
- [The Essentials of Corporate Communications and PR](#) (Harvard Business School Press, 2006)
- [Marketing With the End in Mind](#) (IABC, 2005)
- [Writing a Convincing Business Plan](#) (Barrons, 2001)
- [The HR Book](#) (Self-Counsel Press, 1999)

## **ARTICLES (Alphabetical by publication; chronological within publications)**

### ***ADP***

[Self-Service Eases the Employee Benefit Administration Burden](#), June 2018  
[Taking a Cafeteria Approach to Wellness](#), May 2018  
[The Benefits of Wisdom and Experience](#), March 2018  
[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018  
[HR Skills Aren't Enough: Why CHROs Need Business Acumen](#), February 2018  
[Addressing the Implications of Opioid Addiction in the Workplace](#), January 2018  
[Leverage Strengths-Based Coaching to Help Your Employees Excel](#), December 2017  
[Managing the Company Experience: Inside and Out](#), December 2017  
[Focus on the Candidate Experience and Your Bottom Line](#), December 2017  
[How to Manage Bereavement in the Workplace](#), December 2017  
[How to Help Employees With Retirement Planning](#), November 2017  
[OSHA Compliance: What Finance Leaders Need to Know](#), November 2017  
[Corporate Social Responsibility: To Thine Own Self Be True](#), November 2017  
[The Status of Pay Equity Legislation Around the Globe](#), October 2017  
[Reaching the Unreachables During Open Enrollment](#), September 2017

[How to Recruit Generation Z Graduates](#), September 2017  
[How to Recruit for New Talent During a Company Reorganization](#), August 2017  
[HR and PR: Partnering to Proactively Address Crisis Management](#), August 2017  
[Could the Allure of the Gig Economy Threaten Corporate Productivity?](#), July 2017  
[How Work Culture Norms Cross Country Lines](#), July 2017  
[Recognizing the Value of Your Top Talent Resources](#), July 2017  
[Financial Counseling: Easing Employee Stress and Boosting Productivity](#), July 2017  
[Training Resources: Drive Better Bottom Line Results](#), July 2017  
[Does Your D&I Policy Adequately Address Your LGBTQ Population?](#), July 2017  
[How to Manage a Time Off Policy at a Global Organization](#), July 2017  
[Reputation Management: Why It Matters](#), June 2017  
[Minimize Communication Barriers in a Global Workplace](#), May 2017  
[Retain Talent – Tell Your Employees About All Your Open Jobs](#), May 2017  
[The Lilly Ledbetter Act and Pay Equity](#), February 2017

### ***Adecco***

[Five Things American Companies Should Know About GDPR](#), May 2018

### ***ADVANCE for Nurses***

[Executive Presence for Nurses](#), April 2014  
[Leading When You're Not the Formal Leader](#), April 2014  
[Effectively Engaging Your Nursing Staff](#), February 2014  
[Hiring Nurses From Within](#), December 2013  
[Time to Move On or Up?](#), November 2013  
[When Patient Preferences Discriminate](#), September 2013  
[Working With Troubled Teams](#), June 2013  
[Shaping Culture](#), June 2013  
[Motivating During Tough Times](#), April 2013  
[Professionalism in New Nurses](#), March 2013  
[Addressing Generational Rifts](#), February 2013  
[Are Your Staff Preparing to Leave?](#), November 2012  
[The Importance of Onboarding](#), September 2012  
[Overcoming Bad Bosses](#), August 2012  
[Tips for Weighing Your Career Options](#), August 2012  
[Nurse Entrepreneurs](#), April 2012  
[Friends Like These \(social networking\)](#), April 2012  
[Pursuing Higher Nursing Degrees Online](#), March 2012  
[When Worlds Collide](#), August 2011  
[Being Social With Social Media](#), January 2011  
[The Introverted Leader](#), January 2011

[Tips for New Nurse Managers](#), May 2010  
[How to Get Along](#), May 2010  
[Who's the Boss?](#), April 2009

### ***American Gas***

[Extreme Weather](#), June 2016  
[How Engaging Are You?](#), April 2016  
[The Rest of the Story](#), October 2015  
[Automating for Safety](#), August 2015  
[Gas Distribution Wins the Winter Challenge](#) - June 2015  
[Social License: Building Trust to Manage Consumer Expectations](#) - April 2015  
[Customer Service in the New Age](#), April 2015

### ***ASJA the Word***

[Communicators and Customer Engagement: Why It Matters](#), February 2014

### ***BedTimes***

[How to Attract Top Talent: Avoid These Hiring Pitfalls](#), August 2018  
[How to Leverage the Power of Retirees](#), April 2018  
[How Stay Interviews Can Help You Assess Employee Satisfaction](#), March 2018  
[How to Make the Most of Online Reviews](#), January 2018  
[The Digital Landscape of Mattress Shopping](#), May 2015  
[The Risks of Online Recruiting](#), May 2013  
[How to Build Employee Engagement and Enthusiasm](#), September 2012  
[Workplace Violence](#), October 2011  
[Putting LinkedIn to Work](#), September 2011  
[Branding From the Inside Out](#), July 2011  
[Making Worker Wellness Programs Work](#), September 10  
[The Making of a Manager](#), April 2010  
[Moving Into Management](#), April 2010  
[Social Media: Join in the Conversation](#), November 2009  
[Shopping: it's All About the Experience](#), November 2009  
[Tough Talks – How to Break Bad News to Employees](#), May 2009

### ***BoxScore***

[AICC Members Weigh in on the Future of Packaging](#), June 2015  
[The Future of Packaging](#), March 2015  
[Utah Paperbox: Posed for Firth-Generation Ownership](#), November 2014  
[AICC: The Intersection of Packaging, Material and Services](#), October 2014

### ***Chippewa Valley Business Report***

[Hiring Freelancers and Contractors](#), April 2018

[4 “Must Haves” for Reaping Benefits From Charitable Giving](#), January 2018  
[What Marketers Can Learn From Wineries, Microbreweries and Distilleries](#), July 2017  
[Thinking Like a Tourist When Marketing Your Seasonal Destination](#), April 2017  
[Marketing: What Does it Take to Stand the Test of Time](#), January 2017  
[Digital Communications and the Local Movement](#), October 2016  
[Your Prospects are Multi-Dimensional So Define Them That Way](#), July 2016  
[Your Employees as Brand Ambassadors](#), May 2016  
[The Promise and Peril of Drones in Marketing](#), Winter 2016

### ***Communication World***

[Putting the “Strategic” Into Strategic Content Marketing](#), May 2016  
[Avoiding the Pitfalls of Content Marketing](#), April 2016  
[Building Your Content Management Strategy for 2015...and Beyond](#), January 2015  
[Social Media Analytics: Going Beyond the Numbers](#), October 2014  
[Learning By Doing](#), April 2014  
[How to Sell Social Media to the C-Suite](#), February 2014  
[Think Before You Tweet](#), August 2013  
[What’s a Journalist? Does It Matter?](#), December 2009

### ***Credit Union Management***

[Don’t Dread Exit Interviews](#), November 2017  
[HR Laws to Watch](#), June 2017  
[Living Wage Issues](#), May 2016  
[Healthcare Exchanges](#), February 2016  
[Credit Union Career Paths](#), September 2015  
[Welcome to the C-Suite](#), May 2015  
[Educating Employees](#), April 2015  
[Employees on Track](#), March 2015  
[Tools to the Rescue](#), December 2013  
[Grants for Employee Training](#), July 2013  
[Be Careful With BYOD](#), October 2014  
[Background Checks](#), July 2012  
[Social Recruitment](#), June 2012  
[Executive Search](#), January 2012  
[Benefit Best Practices](#), December 2011  
[Compliance Staffing](#), August 2011  
Disability Insurance: What You Need to Know, May 2011  
Helping Employees Succeed (Training), January 2011 Hiring  
Interns, December 2010  
[Health Care Questions](#), July 2010  
[A Good Team – Why Do Employees Stay?](#), May 2010

[Staffing Efficiencies](#), April 2010  
[Reflecting Your Brand](#), March 2010  
Unlock Open Enrollment, October 2009  
[Recruiting 2.0](#), September 2009  
[Legal Review](#), May 2009  
Money Pit? (defined benefit plans), February 2009

### ***Developer Academy***

[Best Practices in Train-the-Trainer Initiatives](#), January 2018  
[How to Leverage Pre- and Post-learning Assignments](#), December 2017

### ***Direct Selling News***

[Thirty-One: Driven by Passion, Fueled by Purpose](#), March 2018  
[Jamberry: Social Selling Drives Innovation and Fast Beauty](#), February 2018  
[Monat: A Focus on Family](#), November 2017  
[Think Pink: Scents Get Personal at Pink Zebra](#), February 2017  
[WellnessPro: Improving Health and Wellness Around the Globe](#), October 2016  
[Steeped Tea: Organic Focus, Innovative Product Ideas Spur Growth](#), September 2016  
[Fresh Perspective Brings Energy Boost to LifeVantage](#), May 2016  
[Peekaboo Beans: Clothing for Children](#), March 2016  
[MakeUp Eraser: Fueled by Passion](#), February 2016  
[Monat: Modern Nature Finds ‘Natural’ Fit in Direct Selling](#), January 2016  
[Damsel in Defense](#), November 2015  
[Ruby Ribbon](#), October 2015  
[FuXion Biotech](#), September 2015  
[USANA](#), September 2014  
[Scents with Sense](#), May 2014  
[Zija International: Living ‘Life Unlimited’](#), December 2013  
[Direct Sales Professionals: The DSA Has Your Back](#), March 2013  
[Gigi Hill: Fashion Meets Function](#), November 2012  
[Miche Bags: A Bag With Buzz](#), July 2012  
[Momentis: Bringing Energy and Energy Services to the Masses](#), May 2012  
[Barefoot Books: Passionate About Children’s Literature](#), March 2012  
[Organo Gold: Making Coffee With a Special Ingredient](#), February 2012  
[Company Re-Focus: Creating—and Maintaining—Memories](#), November 2011  
[DSEF: Making the World a Better Place for Direct Selling](#), October 2011  
[Jeunesse: The Science of Youthful Aging](#), September 2011

### ***Econtent Magazine***

[Publishers Turn to White-Glove Services for Ad Buying](#), September 2018  
[How the CCPA May Impact the Digital Media Industry](#), July 2018  
[What is Customer Communications Management](#), June 2018

[Just How Widespread is Mobile Ad Fraud?](#), May 2018  
[Beat Facebook's Algorithm Changes by Getting Back to the Basics](#), April 2018  
[Go With Your Gut: When You Can Ignore the Algorithms](#), April 2018  
[The State of Content Marketing](#), February 2018  
[The State of Mobile Content](#), February 2018  
[The State of Translation and Globalization](#), February 2018  
[Webinars: Still a Viable Option for Building Audience?](#), November 2017  
[Transforming Traditional Content](#), October 2017  
[A Primer on Time-Based Advertising Metrics for Publishers](#), Sept/Oct 2017  
[How AI is Impacting Content Marketing](#), July 2017  
[Micro-Experiences: New Opportunities in Multichannel Marketing](#), May 2017  
[Content Globalization Strategies for Media Companies](#), March 2017  
[The State of Content Marketing 2017](#), February 2017  
[The State of Mobile Content 2017](#), February 2017  
[The State of Content Globalization 2017](#), February 2017  
[Econtent Sourcebook 2017](#), January 2017  
[New Options and Opportunities With Live Streaming Video](#), Nov/Dec 2016  
[Influencer Marketing: Turning Tastemakers Into Salespeople](#), September 2016  
[The Gap Between Sales and Marketing Content](#), July 2016  
[The Fight for Marketing Talent](#), June 2016  
[Push vs. Pull: The Right Path to Content Personalization](#), May 2016  
[Is Programmatic Expertise Moving In-House?](#), April 2016  
[How to Create a Content Strategy](#), March 2016  
[The State of Content Commerce](#), February 2016  
[The State of Content Marketing](#), February 2016  
[The State of Mobile Content](#), February 2016  
[Putting the "Strategic" Into Strategic Content Marketing](#), November 2015  
[A Case of Combining Technology and Journalism](#), November 2015  
[Blending Old and New Media for Advertising Success](#), October 2015  
[Content Marketing Best Practices From Online Influencers](#), September 2015  
[Evaluating and Choosing the Right Content Creator](#), August 2015  
["Newsjacking": New Term, Big Opportunities](#), July 2015  
[Email Marketing: Updating an Old Standard](#), July 2015  
[Small Business and Content Marketing](#), April 2015  
[Podcasts Offer Potential for Advertisers](#), March 2015  
[Multichannel vs. Omnichannel Marketing](#), March 2015  
[Mobile Apps and Content Marketing](#), March 2015  
[The State of Content Marketing](#), February 2015  
[The State of Content Commerce](#), January/February 2015  
[The State of Mobile Content](#), January/February 2015  
[Which Analytics Tell the Best Story?](#), October 2014  
[From Google Glass to the Apple Watch: Wearables in the Workplace](#), September 2014

[The Technology of Contextualized Content](#), September 2014  
[Consumers Coming to Accept Native Advertising Done Right](#), July 2014  
[Leveraging Links in Native Advertising](#), July 2014  
[Consumers Coming to Accept Native Advertising Done Right](#), July 2014  
[Digital Advertising Trends You Need to Know](#), June 2014  
[Lessons Learned Since the Experts' First Tweets](#), June 2014  
[How Digital Publishers Can Leverage the Use of HTML5](#), May 2014  
[Using Big Data to Engage, Rather Than Enrage](#), April 2014  
[Is Print Making a Comeback?](#), March 2014  
[What Can We Believe About Google+](#), February 2014  
[The State of Content Commerce](#), February 2014  
[The State of Mobile Content](#), January/February 2014  
[Where Will Content Come From in 2014?](#), January 2014  
[How to Create Social Media Strategies That Rock](#), November 2013  
[CXM: Another Detour on the Content Management Journey](#), November 2013  
[What Does Digital Gen's Tech Fatigue Mean for Content Providers?](#), September 2013  
[Mobile App Opps: Rethinking the Advertising Experience](#), September 2013  
[The Metrics of Social Media for Non-Publishers](#), August 2013  
[Options and Innovations in Monetizing Mobile Content](#), August 2013  
[There's Gold in Those Tweets](#), July 2013  
[LinkedIn or Google+: Which is Best for B2B Marketers?](#), July 2013  
[Content Curation Tools: Possibilities and Pitfalls](#), June 2013  
[Custom Content: Crowning the New King](#), February 2013  
[CEOs and Social Media: How to Get the Boss on Board](#), February 2013  
[Handling Big Data in the New Year](#), January 2013  
[Wrestling Social Network Control Away From the Big Guys](#), January 2013  
[A Guide to Encouraging Online Discussion](#), November 2012  
[Preserving the Digital Past With the Open Data Project](#), November 2012  
[How Content Providers Are Using Pinterest Creatively](#), November 2012  
[Addressing the Challenges of Social Media in a Global Market](#), October 2012  
[What Are You Reading? Resources for Digital Content Professionals](#), September 2012  
[Who Needs a Publisher? Exploring Content Creation](#), May 2012  
[Video in a Web 2.0 World: Building a Social Strategy](#), April 2012  
[Circulation Building in the Digital Age](#), November 2011  
[The Post Desktop Web-Where Content is Queen](#), July/August 2011  
[Best Practices for Navigating E-Discovery](#), May 2011  
[HTML5 – Options and Opportunities](#), March 2011  
[Security and Identity: Balancing Privacy, Flexibility, and Ease of Use](#), February 2011  
[SEO and the Business of Content](#), October 2010  
[Content's Latest Creation Model](#), September 2010  
[Are Textbooks Obsolete](#), April 2010  
[Social Media: Journalism's Friend or Foe?](#), January/February 2010



### ***eHealthcare Strategy & Trends***

[Pinterest Gets Practical](#), October 2014  
[Hospital Taps Online Communities for Market Research](#), September 2011  
[Atlanta Hospital Creates Social Media Hub](#), August 2011  
[The iPad Furthers Physician-Patient Communication](#), June 2011  
All in the Family: Social Media Integration, April 2011  
Bellin Run: Something to Tweet About, December 2010  
[CME for Docs Who Want to Learn About Social Media](#), November 2010  
Physician Practices Recognize the Power of Social Media, October 2010  
Social Media and Defamation: Are You At Risk?, July 2010  
Twitter and the ER, April 2010  
How to Improve and Expand Your Use of Twitter, March 2010  
[Scott & White Turns to Twitter During Fort Hood Tragedy](#), January 2010

### ***Federal Credit Union***

[Planning for Succession](#), Nov/Dec 2016  
[Member Focus Drives Marketing Results](#), March/April 2014  
[New Member Momentum](#), March/April 2012  
[Social Media and Hiring](#), March/April 2011  
[Reaching the Top](#), October 2010  
[Call Center Upgrades](#), March/April 2010

### ***Forbes***

[What You Need to Know About the Gig Economy](#), April 2018  
[Ideas for Achieving Office Space Productivity](#), April 2018  
[HR Skills Aren't Enough: Why CHROs Need Business Acumen](#), February 2018  
[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018

### ***Gift Shop Magazine***

[Bath and Body Perks](#), Fall 2013  
[A Good Wrap](#), Spring 2011  
[The Sweet Smell of Success](#), Winter 2011  
[Green Message in a Bottle](#), Winter 2011  
[Greening Home Accents](#), Winter 2009

### ***HR Magazine/SHRM***

[Hiring Customers: Should You or Shouldn't You](#), August 2018  
[How Small Businesses Can Attract Top Talent](#), May 2018  
[Are You Inadvertently Turning Off Job Candidates?](#), April 2018  
[Providing Realistic Job Previews Through 360-Degree Video](#), March 2018  
[Chatbots Expedite Recruiting, Save HR Time](#), February 2018

[Finding the Right Balance Between High Tech and High Touch](#), February 2018  
[Payoffs and Pitfalls of Working with Independent Contractors](#), November 2017  
[Hiring for Fit vs. Hiring for Inclusion](#), September 2017  
[How to Avoid Annoying Your Hiring Managers](#), July 2017  
[Pitfalls of Employee Volunteerism and How to Avoid Them](#), September 2013  
[When Your Company Carries a Stigma](#), October 2013  
[Which is Better for HR Consultants—LinkedIn or Google+?](#), September 2013  
[Promote Yourself](#), September 2013  
[Tattoos and Piercings: The Pros and Cons of Personal Expression](#), September 2013  
[Job Seeker Tips: Be First, Explore All Channels](#), September 2013  
[You're Not Alone: Most Fear Something About Job Interviews](#), September 2013  
[Tattoos and Piercings: The Pros and Cons of Personal Expression](#), September 2013  
[Best Practices in Service Recovery](#), August 2013  
[Generating Positive Online Reviews](#), August 2013  
[Don't Let Bad References Hold You Back](#), August 2013  
[Lessons in On-ramping from Someone Who's 'Been There, Done That'](#), August 2013  
[Could You Benefit From Involvement in a Speakers Bureau?](#), July 2013  
[Generational Differences: New Way to Discriminate](#), April 2013  
[When Differences Matter: Employers' Rights and Risks](#), April 2013  
[Boost Employee Newsletter Readership](#), April 2013  
[Trade Show Best Practices](#), April 2013  
[Dealing With the Administrative Side of the Business](#), March 2013  
[Referral Partners: Leveraging the Laws of Reciprocity](#), February 2013  
[Amping Up Your Social Media Profile](#), February 2013  
[Holiday Gift-Giving: Do's and Don'ts](#), December 2012  
[Networking Now: What HR Consultants Need to Know](#), September 2012  
[Developing and Maintaining a LinkedIn Group](#), September 2012  
[HR Consultants Use Social Media to Boost Business](#), August 2012  
[Helping Them Toe the Line: Opportunities in Compliance](#), August 2012  
  
[Franchising a Consultancy](#), June 2011

### ***Healthcare Journal***

[Succession Planning: Key for Healthcare Industry](#), September/October 2012  
[Social Media: Connecting With Consumers and Patients](#), May/June 2012

### ***Hospitals & Health Networks***

[#disasterplan#hospital relies on social media](#), February 2012

### ***Hospitality Technology***

[Three Key Pieces to Data Security](#), August, 2014  
[Technology for 'Smart' Bartenders](#), April 2014

[Online Ordering](#), February 2014  
[Hotels Share Key Strategies for Meeting Bandwidth Demands](#), April 2013  
[Benefits of Online Ordering Go Beyond Increased Sales](#), February 2013  
[How to Leverage Tech Solutions](#), September 2012  
[Latest Trends in Revenue Management](#), May 2012  
[Considering QR Codes? What You Need to Know](#), August 2013  
[Hotels Tap Tech for Loss Prevention](#), December 2011  
[What's In Your Website?](#), October 2011

### ***Human Resource Executive***

[Special 30<sup>th</sup> Anniversary Issue](#), November 2017  
[Obesity and Hiring](#), October 2016  
[Reaching Retirement Readiness](#), August 2016  
[Nurturing Boomerang Employees](#), April 2016  
[Fighting the Backlash](#), March 2016  
[An Employer Mandate for Wellness](#), February 2016  
[Tracking Healthcare Benefit Costs](#), December 2015  
[Getting Strategic on Mobility Programs](#), December 2015  
[Tracking Healthcare Trends](#), September 2015  
[Coaching Millennials on Health](#), June 2015  
[A New Mindset for Executive Pay](#), April 2015  
[Free Community College: HR Boon or Bust?](#), February 2015  
[Attracting Big Talent to Small Cities](#), December 2014  
[Beware the Excluded Employee](#), October 2014  
[Banning Wearable Tech at Work](#), August 2014  
[A Bipartisan Effort to Build Skills](#), June 2014  
[Improving the Mobile Application Process](#), June 2014  
[The Flexibility Bias](#), April 2014  
[Cracking the Code on Military Resumes](#), March 2014  
[Big Pharma's Gender Headaches](#), February 2014  
[Redefining the Spouse](#), January 2014  
[Navigating the Perils of Re-boarding](#), October 2013  
[Handling 'Loudmouths' in the Workplace](#), November 2013  
[Sticky Floors and Bamboo Ceilings](#), July 2013  
[Succession Planning in a Slow Economy](#), May 2013  
[The DOL's Move to Increase ERISA Audits](#), April 2013  
[HR Implications of a Perez Confirmation](#), April 2013  
[Turning Employees on to Conservation](#), February 2013  
[Bullies Are \(Still\) in the Workplace](#), February 2013  
[The Generational Divide](#), January 2013  
[The Lowdown on FSA Spending Limits](#), November 2012  
[Can Lack of Access to Sick Leave Be Dangerous to Your Health?](#), November 2012  
[Large Employers, Small Paychecks](#), November 2012

[Gender Pay Gap: Whose Decisions Dig the Divide?](#), November 2012  
[The Trouble With Benchmarks](#), October 2012  
[The Secrecy of Succession Planning](#), September 2012  
[Goodbye, Resume? Not so Fast, Experts Say](#), September 2012  
[Volunteerism: A Win-Win Proposition](#), June 2012  
[Filling in the Gaps](#), July 2012  
[The Value of Adaptive Leadership](#), May 2012  
[Bringing Them Onboard](#), April 2012  
[Sometimes You May Not Want Them to Stay](#), March 2012  
[Measuring Competency One Badge at a Time](#), February 2012  
[Distinguishing Narcissism from Self-Confidence](#), December 2011  
[Money vs. Happiness](#), December 2011  
[Managing Pharmacy Benefits](#), November 2011  
[Disliked and Disadvantaged](#), November 2011  
[HR and Social Media: Beyond Recruiting](#), October 2011  
[Evaluating Metrics](#), October 2011  
[Tacking the Issue of Employee Identity](#), September 2011  
[Filling Skills Gaps Through Apprenticeships](#), July 2011  
[Promotions Without Pay](#), July 2011  
[Addressing Perceptions of Workplace Inequities](#), June 2011  
[How 'Free Time' Can Cost Millions](#), April 2011  
Increasing HR's Visibility, February 2011  
[Creative Screening](#), December 2010  
[Getting the Online OK](#), September 2010  
[Are Wellness Programs a Waste of Time?](#), September 2010  
[Disclosing Retirement-Plan Fees](#), August 2010  
Practicing HR – Virtually, February 2010  
Burning Out, February 2010  
Helping Managers Communicate on Pay, February 2010  
Hiring – Inside or Out?, November 2009  
A Happy Ending?, October 2009  
[Propping Up Employee Morale](#), October 2009  
Departures at the Top, September 2009  
A Little More Action, Please! (OPM's Strategic Plan), August 2009  
Getting Even (employee sabotage), July 2009  
A Happy Ending? (Do Happy Employees = Happy Customers?), July 2009  
[Healthcare Stimulus Provisions](#), February 2009

### ***Information Today***

The New Social Media Guidelines, March 2010  
Social Media: Investing in What Works, November 2009  
The Evolution of Old Media, September 2009

### ***.Investis***

[Taking a Strategic approach to Nurturing Leads](#), January 2018  
[Website Personalization: Balancing Audience Needs](#), December 2017  
[How to Use Live Video Streaming to Engage Internal Audiences](#), November 2017  
[Legal Considerations for Influencer Marketing Partnerships](#), November 2017  
[How 360 Videos Can Boost Your CSR Communication Efforts](#), October 2017  
[Big Data and IoT: Opportunities for Communicators](#), September 2017  
[UX/UI Design: Two Sides of a Digital Engagement Strategy](#), August 2017  
[Leveraging Social Influencers to Boost Your Brand](#), July 2017  
[CSR Values: A Healthy Dose of Show and Tell](#), June 2017  
[How Lean Corporate Communications Teams Can Do More With Less](#), May 2017  
[How Your Company Branding Strategy Can Help You Attract Top Talent](#), May 2017

### ***Ivy Exec***

[4 Strategies for Applying in a New \(To You\) Industry](#), October 2018  
[5 Signs Your Boss Wants to Promote You](#), October 2018  
[5 Signs You Are Ready for a Promotion](#), October 2018  
[5 Signs You're Not Ready for a Promotion](#), October 2018  
[5 Tips on How to Ace an Internal Interview](#), October 2018  
[10 Things to Keep in Your Personal Performance Review File](#), November 2018  
[What to Say in a Performance Review: Top Tips for Success](#), November 2018

### ***L&D Daily Advisor from BLR – Ongoing Contributions***

#### ***MediaBistro***

PR Perfected, November 2009  
Keeping Track of Media Contacts: Old Methods, New Tools, October 2009  
Twitter Ethics: Navigate New Social Media Terrain, August 2009  
Monetize Your Web Site, May 2009  
Break Out of a Professional Holding Pattern, March 2009

#### ***Medical Economics***

[Getting Connected Through Social Media](#), August 2011  
[Branding Your Practice Starts From Inside](#), July 2011  
[Do Happy Staff = Happy Patients?](#), May 2011

#### ***Medical Office Today***

[Is Your Practice Understaffed?](#), May 2013  
[How to Work With Non-Medical Interns](#), April 2013  
[Do Your Anti-Harassment Policies Need an Update?](#), April 2013  
[Scoping Out the Competition – What Are You Up Against?](#), February 2013  
[Is There a Place for PAs and NPs in Your Practice?](#), February 2013

[Tips to Succeed After a Merger or Acquisition](#), February 2013  
[Popular Employee Perks](#), January 2013  
[Marketing Your Practice to Patients of Different Generations](#), January 2013

### ***Spark by ADP***

[Reputation Management: Why it Matters](#), July 2018  
[Taking a Cafeteria Approach to Wellness Programs](#), May 2018  
[Minimize Communication Barriers in a Global Workplace](#), May 2017  
[Retain Talent: Tell Your Employees About All Your Open Jobs](#), May 2017  
[8 Things You Should Try to Learn From Your Engagement Surveys](#), March 2018  
[National Deaf History Month: Reflecting on Disability Employment](#), March 2017  
[The Lilly Ledbetter Act and Pay Equity](#), February 2017

### ***Specialty Retail Report***

[Rise and Shine in Cleveland](#), Fall 2012

### ***Strategic Health Care Marketing***

[Best Practices for Using Video and YouTube](#), May 2012  
Employer Wellness Clinics Put Control in Patients' Hands, April 2011  
[The Changing Face of Health Care Directories](#), November 2010  
Positive Media Coverage, October 2010  
How to Align HR and the Healthcare Brand, July 2010  
Events With Traction, May 2010  
A Carefully Planned Social Media Policy, March 2010  
How to Work With – and Around – Ineffective Spokespeople, November  
2009 Retail Strategies for Health Care Organizations, September 2009  
Social Media's Place in the Health Care Marketing Mix, June 2009

### ***Toastmaster***

[The Benefits of LinkedIn Groups](#), December 2011  
[Make a Scene!](#), January 2009  
[Here's How to Work a Room](#), June 2009

### ***Workforce***

[The Rules of Engagement: Getting Millennial Workers Onboard](#), January 2013

### ***XpertHR Blog***

[Determining What Your CEO Cares About](#), September 2018  
[Is Age Discrimination Coming Out of The Shadows?](#), July 2018  
[What's Your Strategy for Leveraging the Gig Economy?](#), April 2018  
[Machines vs. Humans in the Age of AI: The Right Workplace Balance](#), March 2018  
[Engage Your Staff in Developing Your Strategic Plan](#), February 2018

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