



CREDIT LIST – 2009-2018

Lin Gensing-Pophal – lin@lingensingpophal.com

[Web Site](#)

[LinkedIn Profile](#)

[Twitter](#)

BOOKS

- [21st 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, 3rd 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)

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- [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
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[Does Your D&I Policy Adequately Address Your LGBTQ Population?](#), July 2017
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[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

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[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
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[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
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[How to Get Along](#), May 2010
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[Extreme Weather](#), June 2016

[How Engaging Are You?](#), April 2016

[The Rest of the Story](#), October 2015

[Automating for Safety](#), August 2015

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[Social License: Building Trust to Manage Consumer Expectations](#) - April 2015

[Customer Service in the New Age](#), April 2015

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

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[Gigi Hill: Fashion Meets Function](#), November 2012

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[Is Programmatic Expertise Moving In-House?](#), April 2016
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[From Google Glass to the Apple Watch: Wearables in the Workplace](#), September 2014
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[Custom Content: Crowning the New King](#), February 2013
[CEOs and Social Media: How to Get the Boss on Board](#), February 2013
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[Video in a Web 2.0 World: Building a Social Strategy](#), April 2012
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[Are Textbooks Obsolete](#), April 2010
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[Hospital Taps Online Communities for Market Research](#), September 2011
[Atlanta Hospital Creates Social Media Hub](#), August 2011
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[Call Center Upgrades](#), March/April 2010

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[Ideas for Achieving Office Space Productivity](#), April 2018
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[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018

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[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

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

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[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
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[Coaching Millennials on Health](#), June 2015
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[Free Community College: HR Boon or Bust?](#), February 2015
[Attracting Big Talent to Small Cities](#), December 2014
[Beware the Excluded Employee](#), October 2014
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[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
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[Bullies Are \(Still\) in the Workplace](#), February 2013
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[The Lowdown on FSA Spending Limits](#), November 2012
[Can Lack of Access to Sick Leave Be Dangerous to Your Health?](#), November 2012
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[Filling in the Gaps](#), July 2012
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[Bringing Them Onboard](#), April 2012

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[Promotions Without Pay](#), July 2011
[Addressing Perceptions of Workplace Inequities](#), June 2011
[How 'Free Time' Can Cost Millions](#), April 2011
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[Creative Screening](#), December 2010
[Getting the Online OK](#), September 2010
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[Disclosing Retirement-Plan Fees](#), August 2010
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[Legal Considerations for Influencer Marketing Partnerships](#), November 2017
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[Big Data and IoT: Opportunities for Communicators](#), September 2017
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[How Lean Corporate Communications Teams Can Do More With Less](#), May 2017
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