

Inspire Helps Build Lawline.com—One Employee at a Time

David Schnurman is what some like to call a serial entrepreneur. In 3 intense years, he has become an expert at building businesses from the ground up. One of the most important things that David has learned in his experiences, is the value of an early investment in Human Resources.

Schnurman's current venture is Lawline.com, one of the country's leading providers of Online Continuing Legal Education (CLE). Expanded from LAWLINE, a well-regarded legal television program in the New York Metropolitan area, Lawline.com was one of the first websites to offer online CLE in New York State.

FIRST RULE OF THUMB: INVEST IN HR

Schnurman knew from the outset that Lawline.com would be a high-growth business—and that he could not effectively grow it on his own. Like most start-ups, Lawline.com did not have the resources to compensate or support a full-time Director of HR. That is why Schnurman decided to call Inspire. “Inspire Human Resources took care of all our HR needs from the beginning. From developing our overall hiring and management strategy, to recruiting top employees, to creating training manuals, they built our strong HR foundation.”

At the outset of the engagement, Inspire met with Schnurman to discuss his short and long term goals for the business. What did he want the business to look like in 10 years? 20 years? How did he project earnings? What size workforce did he envision? Where would they have expanded?

Then, equipped with an understanding of Schnurman's objectives, Inspire began developing a strategy for Lawline.com to rapidly grow a highly motivated and high-caliber workforce.

HIRE. TRAIN. RETAIN.

Within 2 months, Inspire had developed a series of tools and processes that would allow Lawline.com to be successful in the three key areas of Human Resources: New Hire Recruiting (Hire), Employee Development (Train), and Employee Retention (Retain).

In terms of recruitment, this meant assisting with short-term and long-term organizational design, developing recruiting

strategies including job descriptions and sourcing, and conducting employer interview training.

To ensure a smooth transition for all new hires, Inspire developed a comprehensive new hire orientation program, as well as a series of onboarding tools that would help new employees assimilate quickly and gain a real sense for Lawline.com's commitment to their success. Onboarding tools included a company expectations guide, and a new hire roadmap designed to facilitate introductions.

Finally, Inspire worked with Lawline.com to build a framework for minimizing employee turnover through competency-based performance appraisals, career roadmapping, and employee appreciation programs. In addition, Inspire conducted Performance Management Training with Lawline.com to enable leaders to have productive and effective performance management conversations with their staff.

POISED FOR GROWTH

Today, Lawline.com has a team of 10 employees with plans to grow another 50 percent by year-end. They now serve 35 states and offer hundreds of hours of CLE programming in all practice areas. They continue to outsource their ongoing top-level HR needs to Inspire's team of expert consultants. The relationship enables Schnurman to focus time and budget on other business initiatives, while still building a top-notch staff. In addition to process and tool development, Inspire continues to advise Schnurman and his team about best practices for hiring, training and retaining employees so that the business is equipped to realize its long-term vision for success. “Inspire is one of the key factors that enabled us to grow so fast and stay successful. I look forward to working with Jaime and her team for years to come.”