

Yesterday is Today:

HR Practices in the Post-“Mad Men” World

Jenna Bedsole and Wes Redmond
Baker, Donelson, Bearman, Caldwell & Berkowitz
Birmingham, Alabama
205.244.3851

HR Practices in the Post-“Mad Men” World

- Overview
 - Comments and actions that were once out in the open have gone underground
 - Sexual harassment
 - Substance and alcohol abuse
 - Inappropriate conduct
 - Good HR and management practices haven't changed
 - Proper terminations
 - Fostering positive relationships and retaining talented employees



HR Practices in the Post-“Mad Men” World

Pregnancy Discrimination

HR Practices in the Post-“Mad Men” World

- Pregnancy Discrimination
- Recent EEOC panel stated that pregnancy discrimination still widespread
 - EEOC has increased the number of cases it has filed against employers for pregnancy bias, reaching 20 cases last year, up from 19 in 2010
 - EEOC charges filed peaked at about 6,300 in 2008 and fell to about 5,800 in 2011

HR Practices in the Post-“Mad Men” World

- Pregnancy Discrimination



- EEOC reached a \$1.64 million settlement reached with Akal Security Inc., the largest provider of contract security services to the federal government, in 2010.
- The agency claimed Akal had a national policy “of forcing its pregnant employees, working as contract security guards on U.S. Army bases, to take leave and discharging them because of pregnancy.”

HR Practices in the Post-“Mad Men” World



- Addressing Pregnancy Discrimination
 - Interview Questions – Head off with training
 - Reasonable accommodations for pregnant employees
 - Americans with Disabilities Act – Temporary conditions may apply to pregnancy

HR Practices in the Post-“Mad Men” World

Substance and alcohol abuse

HR Practices in the Post-“Mad Men” World

- Substance and alcohol abuse
 - Employee Assistance Programs
 - Providing employees with treatment options
 - Approach cautiously – don’t expose yourself to liability while trying to help
 - ADA – perceiving someone as disabled
 - Alabama Drug-Free Workplace Act
 - Train supervisors and employees to recognize issues and react appropriately



HR Practices in the Post-“Mad Men” World

Inappropriate behavior

HR Practices in the Post-“Mad Men” World

- Inappropriate behavior
 - Try and make clear what is inappropriate
 - Objective not subjective
 - Lead by example
 - Enforce policies
 - Foster respectful workplace

HR Practices in the Post-“Mad Men” World

Sexual Harassment

HR Practices in the Post-“Mad Men” World

- Sexual harassment
 - Properly respond to complaints
 - Always take complaints seriously – investigate
 - Train employees on who they can go to
 - Act on the information
 - Watch out for retaliation
 - Follow-up with the complainant

HR Practices in the Post-“Mad Men” World

Proper Terminations

HR Practices in the Post-“Mad Men” World

- Proper Terminations
 - Have an established, written procedure
 - Build “paper fortress” – analyze reasons for termination thoroughly in writing
 - Escalating discipline
 - Terminate respectfully
 - Have multiple company representatives
- Terminating properly avoids lawsuits later!



HR Practices in the Post-“Mad Men” World

Retaining talented employees

HR Practices in the Post-“Mad Men” World

- Even if “that’s what the money is for,” thanking employees is important for morale and retention
- What employees look for in bosses hasn’t changed much since 1960
 - “Good Bosses Are The Same Today As They Were In 1992” by Robert I. Sutton, PhD - <http://www.fastcompany.com/1825035/good-bosses-are-the-same-today-as-they-were-in-1992>

Yesterday is Today

HR Practices in the Post-“Mad Men” World

Questions?