

Just Ask the Expert

This general information is not intended to provide individual advice. Schedule an appointment with an expert to discuss your particular situation and needs. Questions sent to our experts may be answered in future "JUST ASK THE EXPERT" pages.

Commercial Real Estate Development

Q:

Does the availability of "workforce housing" affect those outside of big business?



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A: Yes. From shoe repair shops to our biggest employers, the lack of affordable housing affects everyone. No matter the size of your business, you have to be concerned that employees can live on what they earn. When the cost of housing skyrockets, small businesses are especially hard hit.

A lack of workforce housing does affect big businesses by discouraging their relocation or expansion to our region. But the impact on small business is even more dramatic. Small businesses struggle to pay their employees higher wages to cover the ever-increasing cost of housing.

Workforce housing isn't a big business problem – it's a community issue – one that affects us all.



Call Grady for a more detailed explanation, or for specific information on commercial real estate development.

Management & Leadership

Q:

I understand that building a culture of accountability within my organization is a key element to long term success. How then do I begin to build a culture of accountability within my organization?



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A: Accountability opens the door to ownership, where each team member acknowledges they're responsible for contributing to the success of the organization. Holding people accountable is really about the distribution of power and choice. When people have more choice, they are more responsible. When they become more responsible, they have more freedom.

The first steps toward building a culture of accountability are:

- Share defined goals with your team; companies that clearly identify, articulate, and execute toward their strategic goals are well positioned to build a culture of accountability.
- Realize the power of reflective questioning, conversations, and collaborations.
- Stop doing things that undermine accountability – stop overseeing, legislating and micromanaging.

If you think accountability can be purchased, mandated, or motivated, you're trapped in trying to create high accountability in a low-accountability culture. Building a culture of accountability requires an organization that is ready and able to accept the challenge of change.



Call Sean for a more detailed explanation, or for specific information on management & leadership.

Employee Health Benefits

Q:

Our company is thinking about moving from traditional health insurance to a consumer-driven plan to better manage health care costs, but we are unsure if our employees are ready for these types of plans. Are there industry statistics that could help us determine if these plans are a good solution for our workforce?

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A: These plans may be a viable option for many employers. But the findings of our 2006 Consumer Attitudes Survey suggest that to succeed, consumer-driven plans should be combined with persistent, compelling member information campaigns and comprehensive medical management programs. The results indicate many employees remain unengaged in health care costs and decision making:

- Seventy-nine percent never learned the cost of a medical service or learned it only after they paid for it.
- Just 5 percent have used online cost or quality comparison tools.
- One in four consumers has set aside no money to pay for health care expenses, while most have set aside too little to cover their share of expenses under HSAs or HRAs.

Additionally, an online qualification tool is available that helps companies determine readiness for CDHPs and the best-suited plan. The survey and tool are available at greatwesthealthcare.com.



Call Tracy for a more detailed explanation, or for specific information on employee benefits.

SHARE YOUR EXPERTISE WITH OUR READERS.

"Just Ask The Expert" is a unique and informative feature that positions you as a leader in your industry.

Experts are given exclusivity in their industry, so don't delay.

Contact Kelly McKenna at 813.873.8225 or kmckenna@bizjournals.com for more information.

