

## Business Owners: Time is Money, Use It Where It Counts

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As an established leader in the consulting community, Diversified Human Resources was invited to participate in Expert Insight, a nationwide educational series for managers of growing companies. *"Business Owners: Time is Money, Use It Where It Counts"* is the first of three insertions appearing in Inc. Magazine throughout the year.

For more information on this topic, contact Diversified Human Resources.  
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If the phrase, "time is money" were true every old person would be rich. The key is to focus time on the most productive areas of your business. How can a business owner best use time? One way is to leverage it properly by outsourcing non-revenue producing functions. Every business deals with payroll, workers' compensation and employee benefits. All of these take some amount of time to set up, monitor and annually review. None of these produce revenue. Typically a combination of in-house personnel and various outside vendors are used to accomplish these functions. By outsourcing to a single company a business owner gains time, simplifies to one vendor and gains access to quality information. Professional Employer Organizations (PEO) offer a business solution that simply makes sense.

To maximize results, partner with a PEO that has depth in both people and technology.



Because they service hundreds of companies and thousands of employees, a PEO can invest in technology that would be too expensive and inefficient for a company to purchase and run itself. The beauty of this relationship is that technology is used in a practical manner for business-to-business communi-

cation. It is an efficient tool that does three things. It saves the business owner time, provides quality information and gives employees access to excellent benefits.

Strong PEOs use technology to give business owners the



Diversified Human Resources is the largest PEOs in Arizona. Headquartered in Scottsdale, DHR also has offices in

San Diego and Irvine, California. In 1999 Ernst and Young named DHR President and CEO Brian D. Lesk "Emerging Entrepreneur of the Year". The firm specializes in making their client companies better by handling the non-core functions of payroll, workers' compensation and benefits.

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option of doing many things on-line. These include transmitting payroll information, receiving reports and storing employee data and records. The business owner can also use this relationship to connect with other businesses for both buying and selling opportunities. These can span the entire gamut of business needs from office supplies to business insurance. Employees can have on-line access to view year to date pay information, health and life insurance plans and 401(k) balances. Some PEOs even offer employees access to consumer goods and services.

The bottom line is don't waste your time on things that don't make you money. Focus your time on the vital factors that maximize your profit and outsource the rest to a PEO.