

“Please STOP ignoring the elephant in the room”

HR expert warns SMEs



An HR expert is urging SMEs to widen their focus and face up to the “elephant in the room” as the UK economy begins to recover from the pandemic.

Donna Obstfeld, who runs DOHR with her team of experts in Borehamwood, Herts, fears that as the economy begins to pick up, many small businesses may understandably be tempted to focus more on returning “to business as usual” or restoring the bottom line.

However that focus may come at a price, warns Donna;

‘As a business owner myself, I totally understand the many different plates that we all have to spin and for many, the biggest focus will be on sales and marketing. I get it. However, I would urge responsible business owners to invest as much time and effort into their HR, afterall, it is their people who will be at the heart of any recovery.

‘Through remote working, many employees have been isolated and felt less able to reach out for support and advice. Similarly, some of those returning from furlough or who are new to the team but have not even been to the office since starting may require extra support.’

Donna has published a free guide to help SMEs get to grips with the “new normal” in the workplace, covering a wide range of topics based on her own

25 years’ of experience as a business owner and HR expert and from feedback from the 300+ businesses her firm works with across the UK.

Donna adds;

‘Anyone who tells you that they know what the future of work looks like is lying! Also, the workplace isn’t just somewhere you go to work. Without returning to the office, many working singles will also be missing out on a very important element of their social life.

‘For many people, being able to work from home has enabled them to achieve better work life balance. For some, this has been by cutting down the commute time, for others, it has been getting a good walk in during their lunch hour and for others it has been the ability to be at home when the kids get back from school.

‘For others, the solitude of working from home has been unbearable. Perhaps due to the lack of human contact, or the lack of proper work space; these people are desperate to get back to the office and to their pre-covid routines. As responsible business owners we all need to ensure that we are focusing on our biggest asset and that is our people. Hopefully my guide will help to steer people in the right direction.’

- Free guide for SMEs from HR expert published
- Covers; disability, gender, age, parental status, sexual harassment, domestic violence, bereavement, bullying and hybrid working
- Focus on “business as usual” may come at a price

Donna does NOT use the term HR Consultant - she is a businesswoman first and foremost.

Her specialisation is HR.

Donna and her team mainly work with owner managed businesses with 10 – 50 employees across the UK.

Donna is a Chartered Fellow of the Chartered Institute of Personnel and Development (FCIPD) and an accredited mediator.

- Over 25 years' experience in HR and management.
- Expertise covers a mixture of in-house, interim and consultancy roles.
- Employers - Dixons, TK Maxx, Metronet SSL, West Herts College, Hewitt Associates.




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- Mediation

2015 - DOHR named HR Consultancy of the year by the HR community at HR Distinction awards

2017 - Donna recognised by Sage as one of the UK's top "100 Global Business Influencers".

Follow Donna on social media:

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Contact Donna for comment - HR FAQs can be found [HERE](#) on the DOHR website

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