

Commercial Risk Advisor

August 2019

An organization that claims to be casual and relaxed should think twice before implementing a formal dress code.

Provided by:
Hierl Insurance Inc.



Dress Code Policy Considerations

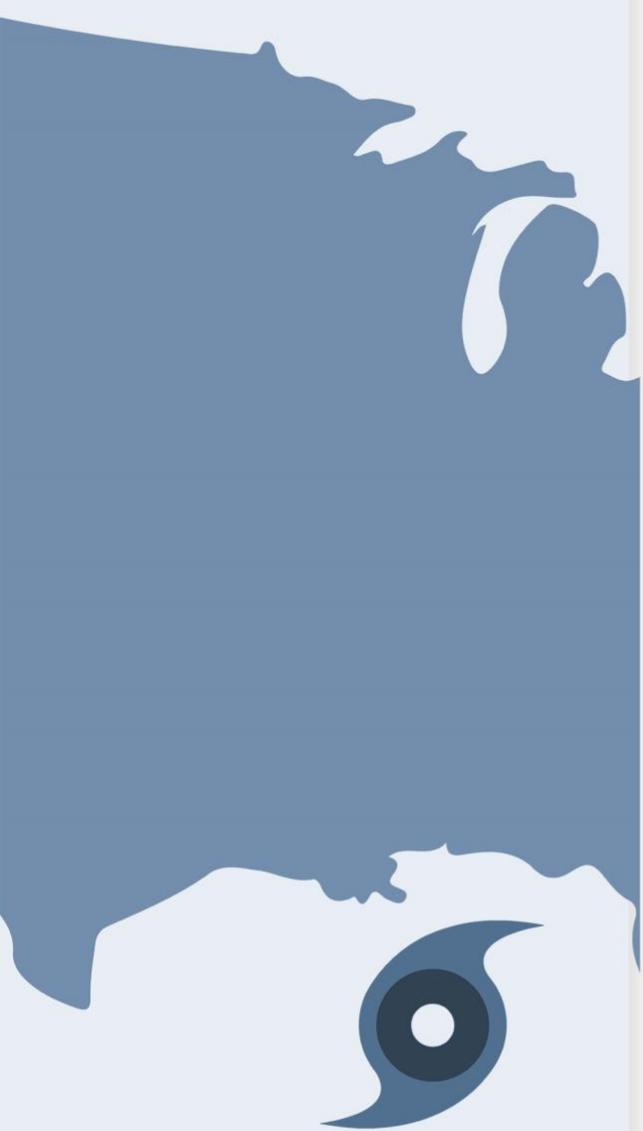
Clothing and fashion choices can be a fun way for your employees to express themselves while also helping them feel comfortable. But, not all types of expression and comfort are appropriate for the workplace.

The reasons for establishing a dress code can vary, whether maintaining professionalism or guaranteeing safety. Regardless of why your company might need one, it's important to put thought into crafting your dress code.

Think about these five considerations when putting together a fair and appropriate dress code:

- **Safety**—Keep the work environment free of any unnecessary hazards. For example, do not allow employees working with machinery to wear loose jewelry. Also, require appropriate footwear when necessary, such as steel-toed boots or nonslip shoes.
- **Equality**—Your employees may come from a wide variety of backgrounds. Make sure that your dress code does not discriminate when it comes to race, religious beliefs and employees with disabilities. Apply the same standards for men and women.
- **Culture**—When drafting your dress code, be consistent with the culture and image that your company projects. An organization that claims to be casual and relaxed should think twice before implementing a formal dress code.
- **Balance**—You want your workplace to be professional, but you also want your employees to be comfortable. It makes sense to ask employees to wear a suit if meeting with a big client, but otherwise, consider letting them dress down.
- **Current social norms**—Understanding current social norms is important. For example, in today's society, many candidates may have tattoos or piercings. Talk about what is acceptable for your company. A dress code that is too strict can have a negative effect on your organization recruiting top talent.

Four of the 10
costliest hurricanes in
U.S. history have
occurred in the past
decade.



Prepare for Hurricane Season

Hurricane season runs from June through November and brings plenty of risks. Threats relating to hurricanes don't only apply to homeowners and aren't limited simply to physical damage either.

There are plenty of ways that a storm can blow away your business. According to FEMA, over 40% of small businesses never reopen after a disaster, and 90% close within a year if they aren't able to reopen within five days. Protect your company and your employees by taking these steps to be as prepared as possible:

- Reinforce your workplace from weather hazards with things like window shutters to block flying debris, and sandbags to absorb flood water. Make sure that roof fixtures and equipment stored outside are as secure and protected as possible from the high winds.
- Have an emergency response plan in place and make sure that your employees are trained to follow it. Emergency response plans can include steps such as establishing warning and evacuation procedures, ensuring reliable means of communication, and having supplies such as food, water, flashlights and batteries on hand.
- Beyond protecting your employees and your physical workplace, it is also important to ensure that your business can function following a hurricane. Back up your data off-site regularly, and test the recovery process to make sure that everything is working properly. Be ready to move important equipment and physical records to a safe location in order to keep them from being damaged or destroyed.
- Make sure that you are prepared to contact the correct people to get back on your feet. Try to connect with a contractor or restoration company before a hurricane strikes. The demand for their services will be high, and you might not be happy with your place in line if you wait until afterward.
- Even if your business is prepared for a hurricane, others might not be. Companies that you partner with or rely upon could be damaged and hinder your own ability to function. Talk to other businesses that you work with and make sure that they have contingency plans. If not, have another option in mind that you can turn to if necessary.