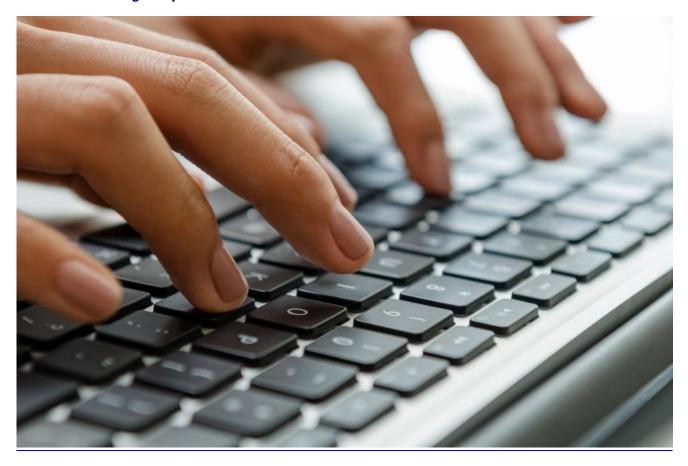
$\label{lin_ling_ensing} \textit{Lin} \textit{Grensing-Pophal} - \underline{\text{lin@lingrensingpophal.com}}$ 



# **CREDIT LIST – 2015-2020**

Website

LinkedIn Profile

<u>Twitter</u>

### **BOOKS**

- Managing Remote Staff: Capitalize on Work-from-Home Productivity (Self-Counsel Press, 2020)
- <u>21<sup>st</sup> Century Secrets to Effective PR</u> (Strategic Communications, 2018)
- Best Practices in Influencer Marketing (Strategic Communications, 2016)
- The Everything Guide to Customer Engagement (Adams Media, 2014)
- The Everything Resume Book (Adams Media, 2012)
- Motivating Today's Employees (Self-Counsel Press, 2012)
- Complete Idiot's Guide to Strategic Planning (Penguin Press, 2011)
- Direct Mail in the Digital Age (Self-Counsel Press, 2011)
- The Everything Job Interview Book, 3<sup>rd</sup> edition (Adams Media, 2011)
- Human Resource Essentials (Society for Human Resource Management, 2010)
- Managing Off-Site Staff (Self-Counsel Press, 2010)
- Employee Management for Small Business (Self-Counsel Press, 2010)
- Telecommuting (Self-Counsel Press, 2010)
- The Essentials of Corporate Communications and PR (Harvard Business School Press, 2006)
- Marketing With the End in Mind (IABC, 2005)
- Writing a Convincing Business Plan (Barrons, 2001)
- The HR Book (Self-Counsel Press, 1999)

## **ARTICLES** (Alphabetical by publication; chronological within publications)

#### **ADP**

Strategic Financial Planning, October 2018

Reputation Management: Why It Matters, July 2018

Self-Service Eases the Employee Benefit Administration Burden, June 2018

Taking a Cafeteria Approach to Wellness, May 2018

The Benefits of Wisdom and Experience, March 2018

8 Things You Should Try to Learn From Your Engagement Surveys, March 2018

Ideas for Achieving Office Space Productivity, March 2018

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How HR Can Use VR to Create Realistic OTJ Experiences, February 2018

HR Skills Aren't Enough: Why CHROs Need Business Acumen, February 2018

Addressing the Implications of Opioid Addiction in the Workplace, January 2018

Leverage Strengths-Based Coaching to Help Your Employees Excel, December 2017

Managing the Company Experience: Inside and Out, December 2017

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Minimize Communication Barriers in a Global Workplace, May 2017

Retain Talent – Tell Your Employees About All Your Open Jobs, May 2017

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How Engaging Are You?, April 2016

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How to Attract Top Talent: Avoid These Hiring Pitfalls, August 2018

How to Leverage the Power of Retirees, April 2018

How Stay Interviews Can Help You Assess Employee Satisfaction, March 2018

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Marketing in a Digital Era, September 2016

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Unsung Heroes of the Corrugated Industry, November 2015

AICC Members Weigh in on the Future of Packaging, June 2015

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FuXion Biotech, September 2015

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Are You a Slave to SEO Keywords, April 2019

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Planning for Succession, Nov/Dec 2016

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Social Media and Hiring, March/April 2011

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Your Hiring Assessments Could Get You Into Trouble, June 2020

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Holiday Hiring Best Practices, October 2019

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Hiring Employees Sight Unseen, August 2019

Tapping Into the Senior Market, August 2019

The Pros, Cons and Possibilities of Onsite Health Care, July 2019

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Job Description or Job Requisition: Which Comes First?, April 2019

Hiring Customers: Should You or Shouldn't You, August 2018

Crazy, or Crazy Like a Fox?, July 2018

How Small Businesses Can Attract Top Talent, May 2018

Are You Inadvertently Turning Off Job Candidates?, April 2018

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Finding the Right Balance Between High Tech and High Touch, February 2018

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Reaching Retirement Readiness, August 2016

Nurturing Boomerang Employees, April 2016

Fighting the Backlash, March 2016

An Employer Mandate for Wellness, February 2016

Tracking Healthcare Benefit Costs, December 2015

Getting Strategic on Mobility Programs, December 2015

Tracking Healthcare Trends, September 2015

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Free Community College: HR Boon or Bust?, February 2015

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Tips for Finding Freelancers, October 2020

Best Practices for Repurposing Content, September 2020

Trends in Influencer Marketing, May/June 2020

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Are You Using the Right Metrics?, March 2020

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### Mobile Growth Association

Influencer Marketing in 2020: What App Marketers Need to Know, August 2020

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Retain Talent: Tell Your Employees About All Your Open Jobs, May 2017

8 Things You Should Try to Learn From Your Engagement Surveys, March 2018

National Deaf History Month: Reflecting on Disability Employment, March 2017

The Lilly Ledbetter Act and Pay Equity, February 2017

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How to Reach Marketers Looking for a Speech Solution, July 2019

The Voice Data Gap and How to Close It, May 2019

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In Global HR Operations Which Structure is Best?, February 2020

**Driving Digital Transformation**, January 2020

Are You Listening, Really Listening, to Your Employees?, November 2019

Why Trendy Employee Benefit Options May Have Unintended Negative Consequences, August 2019

Closing the Strategic Gaps Between HR and Senior Leadership, June 2019

The 4 C's of Achieving a Workplace Culture Fit, April 2019

Determining What Your CEO Cares About, September 2018

Is Age Discrimination Coming Out of The Shadows?, July 2018

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