



LABORDE LEGAL

Business Law ♦ Contracts
Intellectual Property ♦ Technology Law

PENSACOLA (N. Florida)
21 S. Tarragona Street, Ste. 103
Pensacola, FL 32502
P. (850) 366-2376

NEW ORLEANS
1615 Poydras St, Ste. 900
New Orleans, LA 70112
(504) 208-4546

PORT ST. LUCIE (S. Florida)
1860 SW Fountainview Blvd, Ste. 100
Port St. Lucie, FL 34986
(850) 366-2376

JANUARY ISSUE

LEARN MORE ONLINE AT:
WWW.LABORDELEGAL.COM

IN THIS ISSUE

- Making New Year's Resolutions | P3
- Intermittent Fasting: Does it Work? | P5
- Recipe: Miso Salad Dressing | P8

How to Attract the Right Job Candidates

Many business owners and managers treat the hiring process like a trip to the dentist – an unpleasant task that must be done a couple of times a year to stay healthy; a necessary chore that takes valuable time away from the real work of the business. This is the wrong approach.

A better approach is to treat the hiring process as an integral component of your overall business strategy. Successful hiring results in the acquisition of talent, and the more talent you have behind your business, the more likely your business is to thrive and grow. Bottom line: The hiring process is critical to the success of your business and deserving of your time and focused attention.



SEE PAGE 2

Following these practical and easy-to-implement suggestions will help you improve your hiring process and attract talented and motivated individuals to your business.

1. Write it Down. Pass it Around. Repeat.

Hiring is too important to just throw together a vague job posting and show up for an interview. It requires a “process” -- a series of actions which, step-by-step, lead to a desired end. Implementing a written and repeatable procedure helps to ensure that everyone involved understands how the hiring process works and knows his or her role. It makes the task of hiring a new employee more time- and cost-efficient. It also ensures that every candidate is given the same opportunity and the same level of scrutiny.

There is no set process required by law, so you can design one that best serves your company’s needs. Whatever that process is, write it down, distribute it to

everyone involved, and follow it with every new hire. As your business grows, revisit your hiring process from time to time to make sure that it remains efficient and productive.

2. Project a Positive Company Image.

Project a positive image of your workplace in the community and online. This is an easy means of “passive” recruiting – i.e., attracting high-quality talent to your workplace, even when you are not actively hiring and/or the talented individual is not actively looking for a job. Here are few ideas you can implement to project a positive company image:

Keep your website current. If your website has an “employment” or “careers” page, make sure that page is current. Even if you have no job openings at the time, this page can work to attract qualified individuals to your business if it reflects your company’s “personality.” Include photos, videos, and/or testimonials from current employees or customers about what it’s like to work at

and with your business.

Be a positive presence on social media. Share your company’s good works and examples of your employees doing good work in the community. Actively promote other local businesses. For example, if your company is celebrating ten years in the community, and a local baker makes a beautiful cake for the party, post a picture of the cake on your company Facebook page and give the bakery a shout-out and a well-deserved “thank you.” Small gestures like these can have a big impact on active and passive job seekers (not to mention potential customers or clients).

Monitor your company’s online reviews. Keep an eye on Glassdoor, Nextdoor, Yelp, and similar sites that may have reviews of your business. Answer any questions promptly. Always politely address negative comments. If someone had a bad experience, make it right if you can.



Making New Year's Resolutions

A new year has become symbolic of a new beginning, and with that new beginning, many take the time to set some intentions for a new year's resolution. A new year's resolution doesn't have to be a huge change

like giving up ice cream for a year. But it's a great time to set clear intentions and goals for the year ahead. Here are some ideas of new year's resolutions you can try to make you a better version of yourself.

Drink more water. This one is so easy to implement, and there are many health benefits of drinking more water, from energy levels to brain function. Setting it as

SEE

PAGE 4

a new year's resolution will create some accountability. Deciding on a minimum amount to drink each day will also help with that accountability. Carrying a water bottle with you throughout the day will help serve as a reminder.

Exercise daily. Daily exercise will not only improve your physical health and energy, but it can also improve your mental health. This goal is a lot easier and more realistic than cutting out a specific food as it's about adding something positive to your routine, rather than eliminating something negative. You can make yourself more accountable for this by setting a specific daily goal for yourself, whether that's a number of miles that you walk/run/bike or a specific amount of time for doing exercises at home.

Meditate regularly. Getting into the habit of meditating regularly can greatly improve your mental health. From anxiety to depression, meditation can help you feel your best. Again, this



doesn't have to be a huge time commitment. Set aside a short period of time a few times a week. Find a guided meditation online or just take some time to just focus on taking deep breaths and thinking only about your breathing.

Each of these resolutions is a great intention to set for the new year to make yourself feel better. Remember to hold yourself accountable. If you're finding yourself skipping your exercise because you can't commit a whole hour each day,

consider revising your resolution to a 15-minute workout session. It's okay to adjust the goals you set for yourself if it helps you achieve them. The important thing is following through. And keep in mind that a habit is not built overnight. However, if you can maintain whatever resolution you set through the new year, it will become a part of your lifestyle and routine. Be the best version of yourself this year. 📌

Illustrations by Storyset

Intermittent Fasting: Does it Work?

In the midst of a smorgasbord of different diet fads and miracle health cures, taking control of your health can feel overwhelming, if not impossible. How do you even choose?



Now, some health experts are promoting an entirely new approach to improving your health that actually has some scientific basis: Intermittent fasting.

What is Intermittent Fasting?

Before you ask—no, it's not starving yourself! Intermittent fasting is simply the act of eating during a set window of time within a 24-hour period. For example, someone who is fasting intermittently might only eat between the hours of 2:00 pm and 10:00 pm, leaving a 16-hour fasting window. While the fasting window is typically done for 16 hours (which includes sleeping!), it can be adjusted to fit your individual needs.

Simply put, you're skipping breakfast and delaying your lunch. Doesn't sound too crazy, right? You're not limiting your calorie intake—you're simply waiting longer before you eat your first meal and not eating anything after your last meal.

The Science Behind Intermittent Fasting

Once you've been fasting for 12 to 16 hours, your body triggers a biological process of self-preservation called autophagy. Autophagy is the process by which your body cleans up and eliminates your damaged cells (cells that can

lead to disease!) and creates new ones. Essentially, your body is eating itself—but only your damaged parts!

As most people typically eat throughout the course of their day, the body usually isn't given enough time to trigger autophagy, and thus, activate this intrinsic self-cleaning system. But, how important is this cell-cleanup?

The Benefits

So, what are the benefits to allowing your body to activate autophagy and recycle your

SEE

PAGE 7

3. Get Out of Your Office.

While there is nothing inherently wrong with promoting from within or encouraging current employees to recruit new employees, this should not be your only means of recruiting new talent. Aside from limiting your prospects, you may unintentionally run afoul of state or federal anti-discrimination laws. Moreover, you will get better results in the long-run if you expand the pool of potential applicants. How do you do this? You have to get out of your office. Go to trade shows or seminars or the annual “big event” in your industry; take classes; teach classes; join the local chamber of commerce or small business association; shop at local businesses and get to know the owners. These types of activities are great ways to make business connections and meet new people, including prospective employees.

4. Write Better Job Postings.

As with your other recruiting efforts, your goal with a job



posting is to have highly qualified candidates think, “That would be a great place to work.” Most job postings fail in this regard because they are nothing more than a laundry list of what the employer demands from anyone who dares to apply. To make your job posting more appealing to top-tier talent, include information about the things that matter to prospective employees: why this job is important to your company; the opportunities for growth; the unique benefits of working for your company; and the ways in which your company promotes work/life balance.

Other ways to improve your job postings include:

Use plain-English descriptors, not clichés like “comfortable working in a fast-paced environment.” Provide a detailed job description. Focus on the mandatory skills a candidate “must have” in order to be considered for employment; omit secondary skills, behaviors, or intangibles that can be acquired over time, with experience on the job. 📌

Illustration by Storyset

Sharpen Your Wits With These Riddles

We all know physical exercise is important, but what about mental exercise? As you work to keep your body in shape, it's important not to let your brain fall by the wayside.



Solving brain teasers and riddles can help keep your mind sharp by forcing your brain to use a mix of imagination, logic, and thinking outside the box.

Give your brain a quick workout with the following riddles:

1. What gets broken without being held? (*Hint: It is so fragile that even saying its name can break it.*)
2. If you have three, you have three. If you have two, you have two. But if you have one, you have none. What am I?
3. Two fathers and two sons all decide to go fishing one day. They're all going to participate, but upon arrival at a nearby pond, only three lines go out into the water. How is this possible?
4. The more there is, the less you see. What am I?
5. What is lighter than air, can be seen by the naked eye, and if put in a barrel will make the barrel light?

SEE

PAGE 8

FROM PAGE 5

damaged cells? Studies have shown that autophagy benefits include:

- Anti-aging
- Weight loss
- Increased brain function
- Improved mental health
- Anti-inflammation
- Alzheimer's prevention

And, amidst the scores of other health benefits,

one study even found that intermittent fasting helped make cancer treatments more effective!

The Myth of Breakfast

"But isn't breakfast the most important meal of the day?" Contrary to popular belief, you may be surprised to find that breakfast actually isn't that important! In the 19th century, the creators of Kellogg's Cereal actually launched a campaign to promote the cereal to the American

public. In the campaign, they designated breakfast as "the most important meal of the day" without any scientific data to support their claim.

Remember—the ultimate goal is to improve your health and well-being, so always listen to what your body is telling you, and don't put too much pressure on yourself when it comes to a new health routine. ■

Illustration by Storyset

Miso Salad Dressing

Miso salad dressing is an umami-rich and delicious dressing to use on salads or drizzle on roasted vegetables. This recipe makes enough for multiple salads and will save in the fridge for a week or more.

Enjoy the dressing with a spinach salad with a variety of fruits and either almonds or walnuts. It is also delicious drizzled on roasted vegetables like broccoli, asparagus and carrots.



INGREDIENTS

- 1 – 2" peeled piece of ginger
- 5 cloves garlic, peeled
- 3 T white miso
- 1/2 c rice vinegar
- 1/4 c soy sauce
- 1/4 c fresh orange juice
- 1 T honey
- 2 t toasted sesame seed oil
- 2 t hot Chinese chili oil (more if you like heat)
- 3/4 cup good olive oil (not light)

INSTRUCTIONS

- In a food processor, blender or Cuisinart Mini-Prep, finely mince the ginger and garlic. Add the miso, rice vinegar, soy sauce, orange juice, toasted sesame seed and hot chili oil. Add the olive oil and whirl until well blended. Taste and adjust seasonings.
- Refrigerate until ready to use. Can be stored for a week in the fridge.

'RIDDLE ANSWERS' FROM PAGE 7

1. Silence
2. Choices
3. There are three generations: grandfather, father, and child
4. Darkness
5. A hole 🏠

Illustration by Storyset