



*Dream of  
Travel Writing*

# Freelance Business Systems: You, The Resource, Supported as a Human

by Gabi Logan, founder of Dream of Travel Writing



Today, we're going to  
talk about...

A wide-angle photograph of a massive freight train yard at sunset. Numerous long freight trains, composed of various colored railcars, are parked on multiple tracks that recede into the distance. The sky is filled with soft, orange-hued clouds, and the sun is low on the horizon, creating a warm, golden glow over the entire scene. The tracks are clearly visible, leading the eye from the foreground into the vast yard.

Before we get this train moving...

Why are we offering these hyper  
business-focused webinars for...  
travel writers?!



# What is HR?

- Human resources is used to describe **both** the people who work for a company or organization and the department responsible for managing resources related to employees.
- Human resource management is a contemporary, umbrella term used to describe the management and development of employees in an organization. Also called personnel or **talent management** (although these terms are a bit antiquated).
- A human-resources department (HR department) of an organization performs [human resource management](#), overseeing various aspects of [employment](#), such as compliance with [labor law](#) and employment standards, administration of [employee benefits](#), and some aspects of [recruitment](#).
- Human Resources are also responsible for the business's most important asset, the employees. Department or section Managers have a responsibility for their direct subordinates, however, HR are responsible for all employees wellbeing and concerns.
- Human Resources is in charge of dealing with all issues related to the people within your organization. This includes recruiting and hiring people, as well as onboarding employees, but it also involves tasks required to retain employees, long-term. For instance, HR might develop wellness initiatives, provide guidance regarding disciplinary actions, or promote career development or training programs to strengthen employee satisfaction. Additionally, HR handles compensation and benefits.



Most definitions of HR  
as a department  
simply list **the things**  
**the people do.**

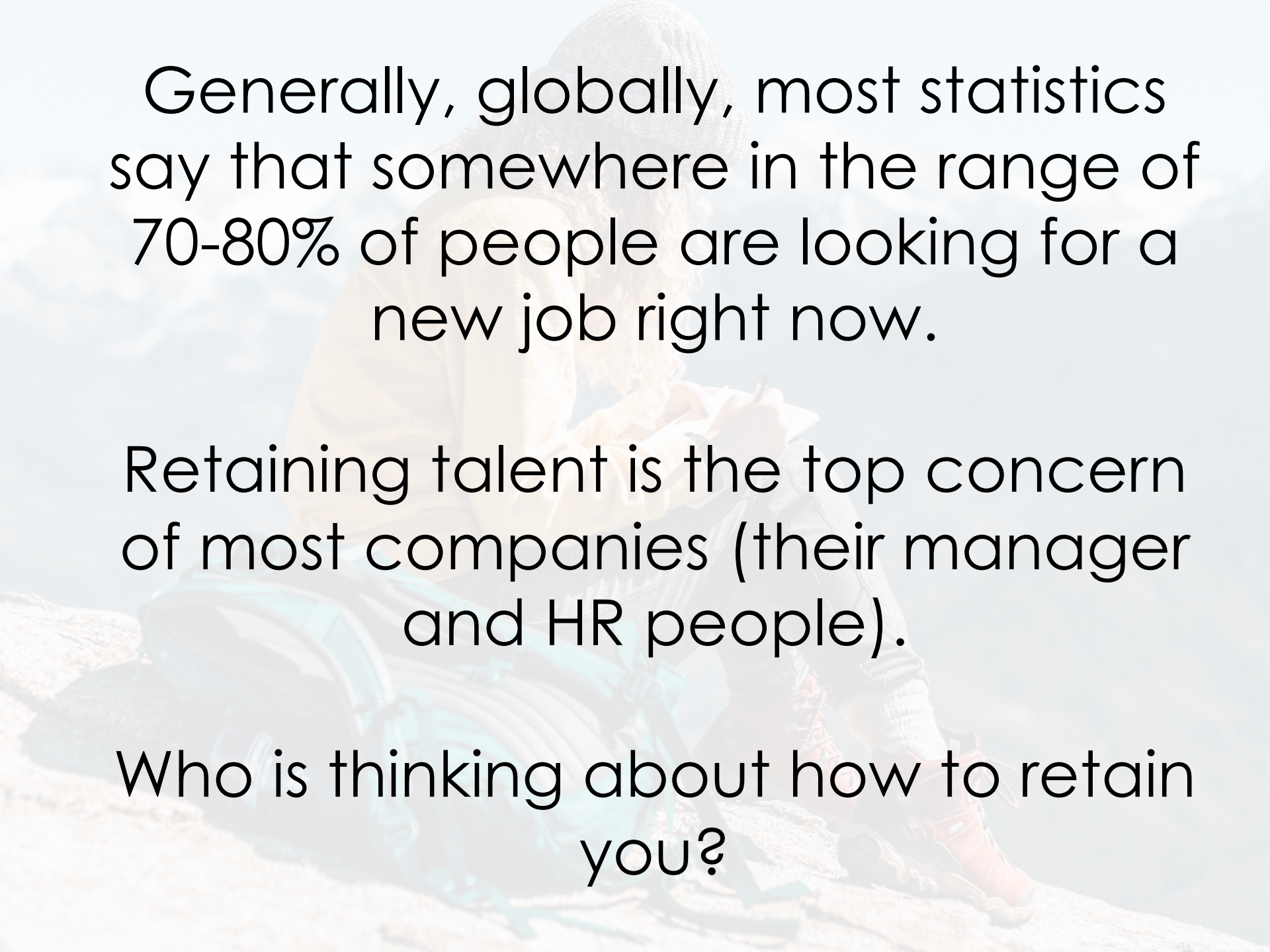
That's because  
“culture,” that  
invisible binder of  
each company's  
character, is always  
different.



# The Main HR Functions

- Recruitment & Selection
- Training & Development
  - New employee orientation
  - Continuing Education
  - Career Planning
  - Managing Your Manager
- Compensation & Benefits (Total Rewards)
  - Medical Issues
- Policy Formulation
- Employee & Labor Relations
  - “Whistle Blowing”
- Risk Management
  - Drug tests and background checks
- Strategic Management
  - Human Resource Planning



A person with long dark hair, wearing a yellow shirt and blue jeans, is sitting on a large, light-colored rock. They are holding a white notebook and a pen, appearing to be writing. The background is a soft, out-of-focus landscape with greenery and a blue sky. The text is overlaid on the image in a large, black, sans-serif font.

Generally, globally, most statistics say that somewhere in the range of 70-80% of people are looking for a new job right now.


Retaining talent is the top concern of most companies (their manager and HR people).

Who is thinking about how to retain you?



A person's legs in light blue jeans and colorful sneakers are captured mid-jump over a puddle. Water is splashing up from the puddle, and the background is a blurred urban setting. The overall tone is bright and optimistic.


Let's take a minute to step very  
far out of the freelance box...



I'm not just going to make  
comparisons to tech  
companies because  
they're "cool" to work at...

...writers secretly have a lot  
in common with people  
who work at tech  
companies!

# Things That Google Really Does Do For Its Employees

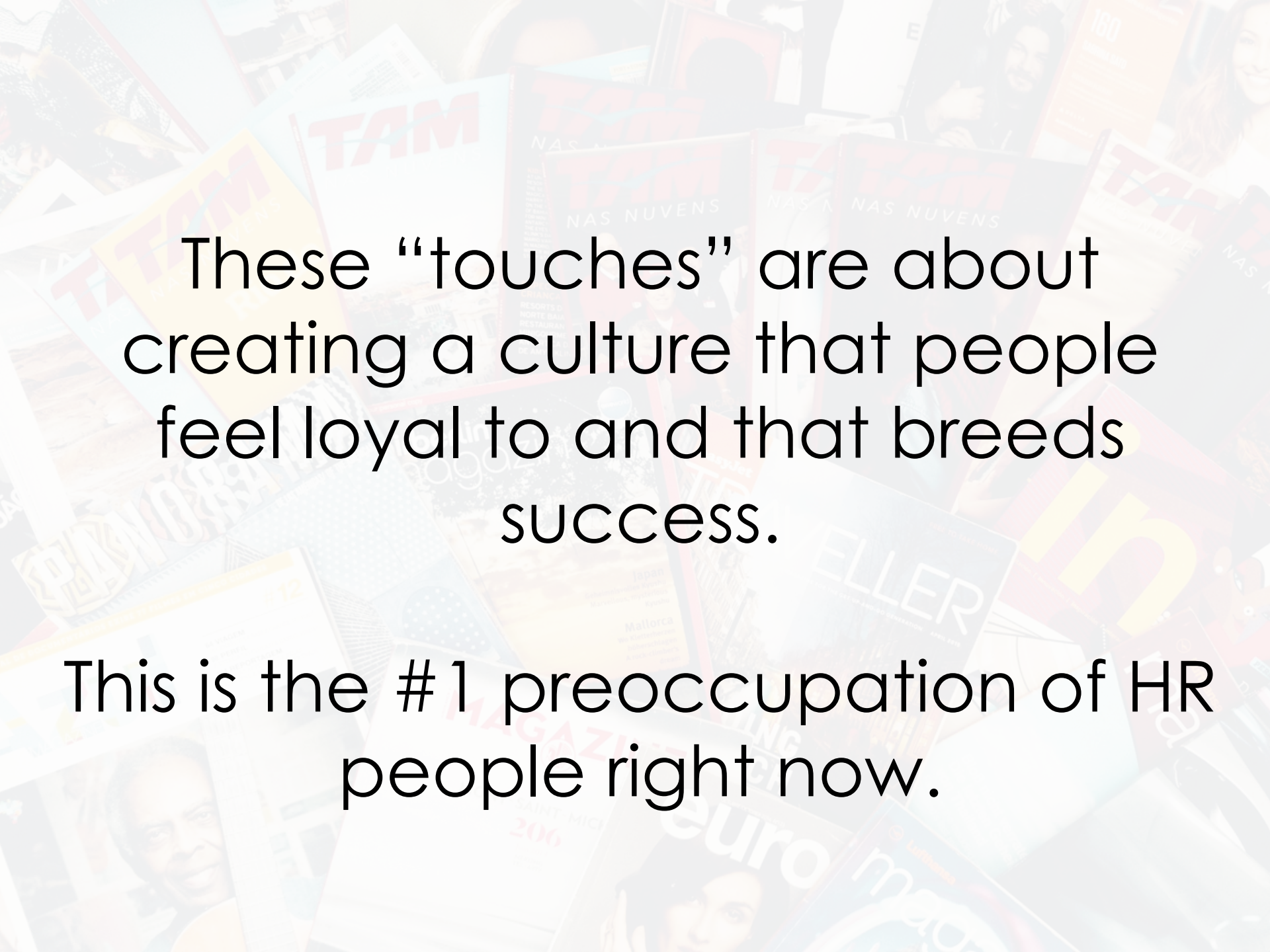
- Book entire theaters for the premiere of Avengers Endgame
  - Have gardens on the campus where employees can just pick their own fruits and vegetables
  - Offer regular nap pods
  - Stock high-end coffee equipment (like \$20k machines) anyone can use
  - Bring in the casts of shows like Hamilton and the Lion King and luminaries in other fields for lectures
  - Have a whole room full of board games
- 
- A faint, circular watermark image of a cup of coffee with latte art is visible in the bottom right corner of the slide.





But that's just the “cool”  
stuff...

They also have reminders  
about how to write clean  
code on the bathroom walls!



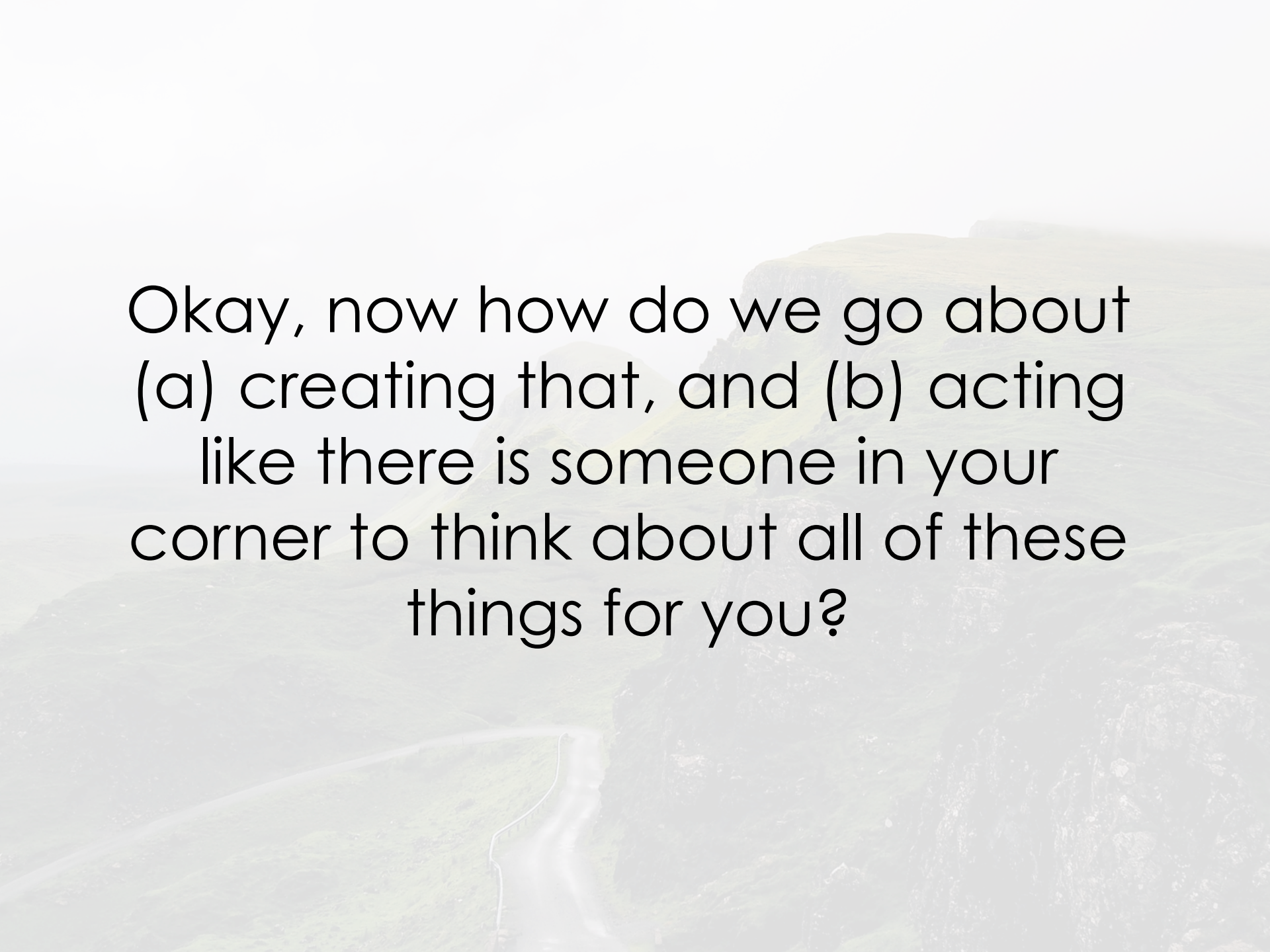
These “touches” are about creating a culture that people feel loyal to and that breeds success.

This is the #1 preoccupation of HR people right now.



Take a moment right now, just to quickly brainstorm three words that you would like to encapsulate your ideal company culture.





Okay, now how do we go about  
(a) creating that, and (b) acting  
like there is someone in your  
corner to think about all of these  
things for you?

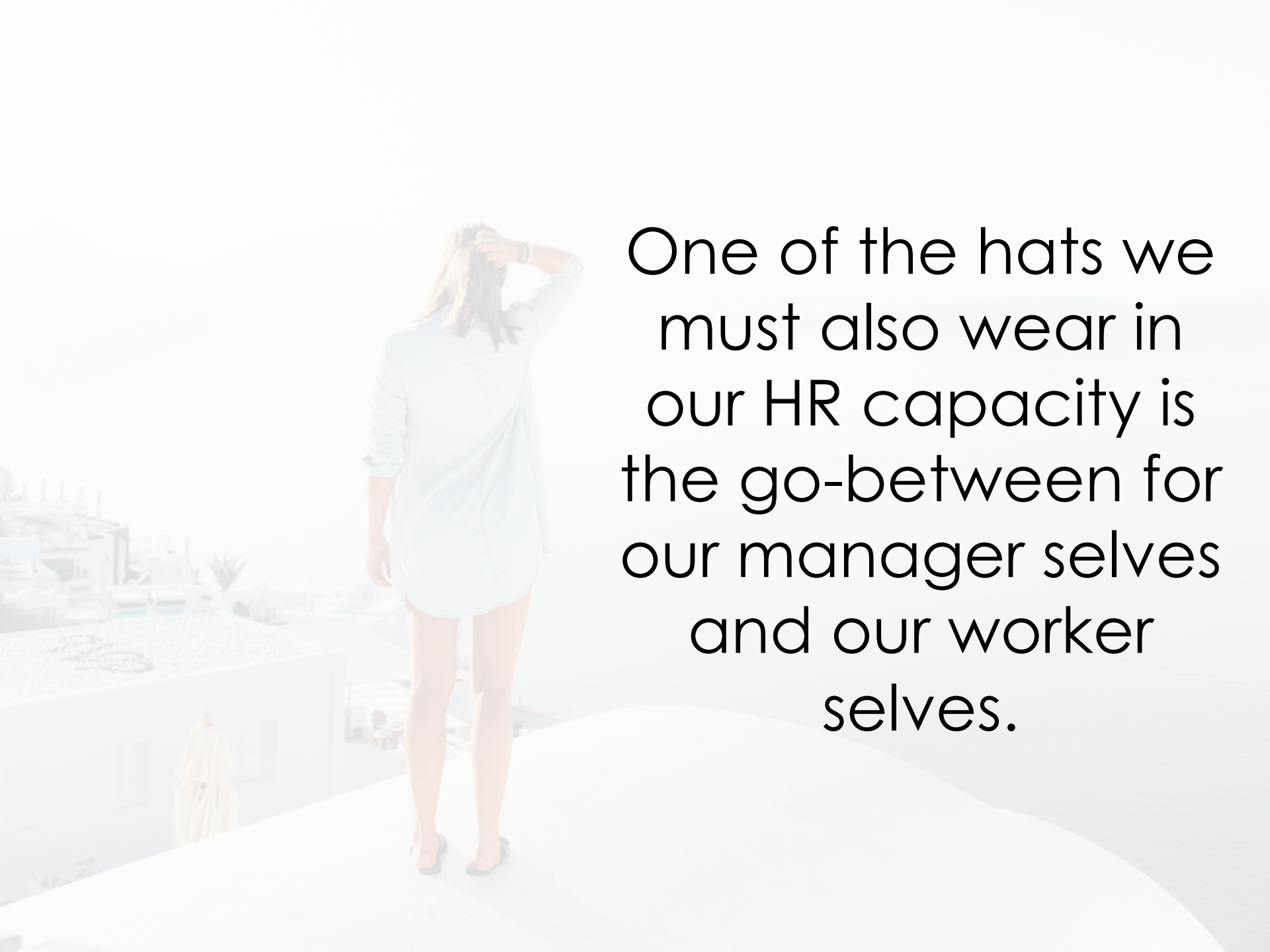
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We can't ignore your  
“manager” in all of this, either.

I didn't talk about  
“performance reviews,” but we  
need to talk about manager  
reviews.





One of the hats we must also wear in our HR capacity is the go-between for our manager selves and our worker selves.

Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Have a follow up question on this webinar? Email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com) and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

