

How COVID-19 Inspired Two Small Business Owners to Shift How Small Businesses Hire Employees

Streamlining The Remote & Digital On-Boarding Experience to Build Confidence from Day One



Memphis, Tennessee Nov 25, 2021 ([Issuewire.com](https://www.issuewire.com)) - Delmar Johnson and Shayna Atkins had no idea a conversation over fish tacos and margaritas would change their lives forever... but it has. At a networking event in Buckhead Atlanta, the two women discussed the challenges they faced as business owners. Johnson, an HR professional with more than 20-years of experience, and Atkins, a software development engineer, shared a common dream – to make an impact in their areas of business that would change how small business owners executed day-to-day functions.

It was just an idea... until COVID-19 changed everything. Both ladies talked one evening on the phone about what they could do. Then, they got to work. What birthed through their process is an app called ExpandHR™. And this week they're releasing the [ExpandHR Payroll](#) edition first. The app allows small business owners to obtain necessary information electronically to expedite the Payroll process for new employees and contractors, as well as current ones. All the necessary documents can be uploaded through the potential new employee's cell phone. Likewise, a business owner can approve and request documents through the same application.

The ExpandHR™ app offers small business owners convenience without sacrificing quality. The app

soft launch this week November 26, 2021.

“One thing is true. The workforce is changing rapidly as we move toward a gig economy in a completely digital world. A negative onboarding experience results in new hires being two times more likely to look for other opportunities. For small businesses navigating this new era, losing time and money are a combination they can’t afford,” says Atkins.

“If a company struggles to maintain a positive connection with a potential new hire, they can suffer from low engagement, high turnover, and low productivity. In fact, according to an HR Gartner survey released in April of 2020, 41% of employees are likely to work remotely at least some of the time. As we see the pandemic infection rate continues to surge, we expect to see those numbers rise. A company that has a remote workforce requires a remote onboarding process,” says Johnson.

Johnson and Atkins aren’t launching ExpandHRT™ blindly; they were inspired by their own experiences as entrepreneurs who were always seeking tools that could help streamline how they operate. As previous founders of service-based businesses, “our inspiration was our personal pain of scaling combined with our desire to grow with our clients and customers who grow out of our services when they expand their teams and processes.” Both have an inside view to the specific challenges referenced and that is they keep in mind and believe by providing a centralized platform that drives culture from day one, they can help shift wealth in underserved communities by driving sustainable scale to small business growth.

“Of course, we would like for our product to serve all small business owners universally, but as African-American women launching a new application in human relations and technology, serving small business owners that look like us and understand the unique struggles we face is an added bonus,” says Johnson.

Johnson and Atkins set out to create an exceptional product that customers would feel confident in using and a company where employees would look forward to coming to work and feel empowered to make an impact. Ultimately their goal is to do both. As a startup, *“success at ExpandHRT™ is so much more than about making money; it’s about consciously wanting to make a long-term difference not only for our own lives but for our customers and our employees – both of who help make it all possible everyday”-Delmar Johnson, CEO*

ExpandHRT™ is a one-stop-shop for people operations providing an intuitive, ease of use, and scalable onboarding solution that drives culture from day one. ExpandHRT™ is more than a software company, *“we’re building onboarding confidence from day one”* while creating a people experience that is intuitive, scalable, and easy to use that help employer and their employees have the best HR and people management experience possible for everyday success on the job.

Delmar Johnson and Shayna Atkins have teamed up to offer growing small businesses a hiring experience that increases onboarding confidence from day one. The HR Brain for Hire’s Principal Consultant, Delmar Johnson, and CEO of Atkco, Inc., Shayna Atkins, both believe the merger within their respective Human Resources and Product Design and Training service divisions would give clients that overall package of convenience without sacrificing quality. Their goal is simple, *“to be the HR partner for business owners who need to grow their teams and revenues safely and effectively.”*

For more information on what they offer and how you can subscribe to this solution to take advantage of

their time-saving product, please feel free to contact them immediately.

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