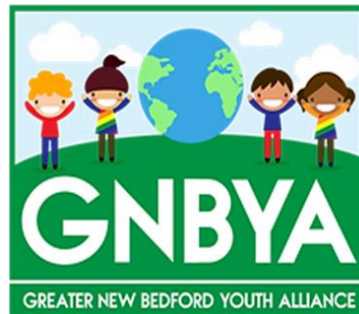


Welcome To:

Recruiting & Retention... With Your Success In Mind!



Facilitated by:
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Why Are We Here?....

- ***“Outside the Box” Recruitment***
- ***Retention With Purpose***

What Do You Know About...

**Recruiting strategies
to find great talent**

Top Four Reasons a Person Switches Jobs...

1. Positive Culture

2. Flexible Scheduling

3. Pay

4. Work-Life Balance

***Before You Can Recruit...
Become an “Employer of Choice”***

- ***Create/Know Your Mission, Culture & Brand
(Show on Your Website)***
 - ***Develop Benefits That Matter***
 - ***Strategize Competitive Pay***
 - ***Get Used to Short Term Turnover***

Recruiting strategies to find great talent

Talent Sourcing

Active



Finding talent via
recruitment events & referrals



Promoting
your employer brand



Ongoing basis

Passive



Waiting for talent to
see your posted job



Promoting
a job description



Based on vacancies

Active Recruitment



Active Recruitment

- ***Vo-Tech (Go There)***
- ***Mentor Programs – (Vo-Techs)***
- ***Community Colleges (Go There)***
- ***Discharge/Release Programs***
 - ***Social Media***

Active Recruitment

- ***Poach (Sorry But True)***
 - ***Fellow Employees***
- ***NAACP In Your Area***
 - ***Veterans***
 - ***Indeed***

Active Recruitment

- ***Friends, Family & Associates***
 - ***Facebook/LinkedIn***
- ***Local Bulletin Boards/Local Papers***
- ***Senior Centers (Their Children)***
 - ***High Schools***

Active Recruitment

- ***Past Employees (That You Want Back)***
 - ***Monthly Emails to Associates***
 - ***Employee Paid Referral Programs***
 - ***Review Old Resumes/Applications***
 - ***Job Clubs***

Active Recruitment

- ***Open House/Meet Ups***
- ***On-The-Spot Interviewing***
- ***Suppliers/Purveyors***
- ***Offer Hiring Bonus***
- ***Same Day Hiring***

The Hire



Choosing the Best Candidate

- **Did the Candidate:**
 - **Prepare Well for the Interview**
 - **Meet the Hiring Manager's Expectations**
 - **Meet the Minimum Requirements of the Job**
 - **Answer the Interview Questions the Best**
 - **Have the Qualities/Aspirations for the Job**
 - **Meet the Salary Requirements of the Job**

Choosing the Best Candidate Continued...

No Biases....

- **Were non-discriminatory policies and considerations reviewed during the interview process to ensure the best candidate for the open position was fairly chosen?**
- **Were all biases and patronage opportunities dispelled to ensure the best candidate was fairly chosen?**

Upon Hire

- **Performing Background Checks**
 - **Negligent Hiring Safety**
- **Credit Checks**
- **Drug Tests**

Now Comes The Retention Part...



Retention

The first steps matter

**Crafting the
Best Onboarding
Experience**

New Employee's First Day



New Employee's First Day

- **Welcome New Employee – Fanfare...**
- **Offer Employee a Chance to Get Acclimated**
- **Show the Employee Around – If Applicable –**
 - **Water Station and Bathrooms a Must!**
- **Make sure all New Hire Paperwork is Completed Properly (I-9, W-4, Etc)**
- **Make Sure Employee Knows What Their Job Function Is...A Must! (Job Description)**

The “Kleenex Theory”



Retention Strategies

- ***Work Life Balance***
 - Paid Time Off
 - Varied Hours (Start/End)
 - Remote (If possible)
 - Make Up Time (Kids Soccer)
 - Adult Caretaker
 - Wellness Opportunities
 - Not Experiencing Burnout

Retention Strategies

- ***Compensation/Benefits***
- Health Care (Exchange Option)
- Retirement Plan (Omnibus Law)
- Paid Time Off (Sick Leave)
 - Livable Wage (\$15+)
 - COLAs
- Premium Pay (Holidays)

Retention Strategies

- ***Rewards & Recognition***
 - Taco Tuesdays at Work
- Longevity Reward (5, 10, 15, 20 Years)
 - Recognition/Appreciation Dinner
 - Performance Awards (w/Evaluations)
 - Anniversary and Birthdays (Day Off)
 - Employee of the Month
- Non-work Achievements (School, Coaching)

Retention Strategies

Rewards & Recognition



Retention Strategies

- ***True To Work – Work Environment***
 - Reputation of Business
 - Values of Leaders/Owners - Trust
 - Respect by Co-Workers
 - Feeling Like a Member of “Family”
- Communication, Communication, Communication
 - Challenging Work/Variety of Work
- Safe, Reliable Workplace – Living Up to Standards

Retention Strategies

- ***Opportunity For Advancement***
 - Career Path
 - Training – Skills/Competencies
 - Career Development
- Fair and Equitable Performance Reviews
 - Advancement Opportunities

Retention Strategies

- ***Respect for Differences***
 - Feeling Engaged
- Diversity, Equity, Inclusion & Belonging
 - Listened To
 - Speaking My Language
 - Respect for Various Cultures

Retention Strategies

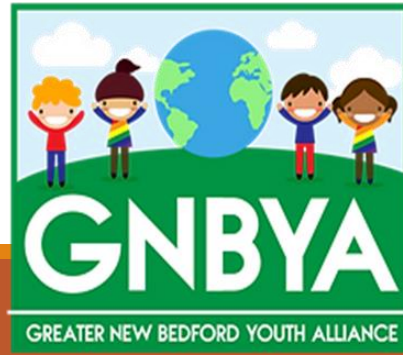
- ***Organizational Culture/Brand***
 - Always Starts w/ The Mission
 - Let's Not Forget – Vision & Values
- Who Are You? What Do You Stand For?
 - Coaching/Mentor Approach
- Empowering Employees – To Do The Right Thing
 - Thankful, Not Thankless (It's Not 1980!)

One More Thing...

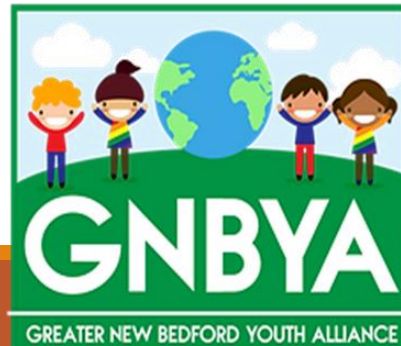
**THE BIG
ISSUE**

Why Generations Leave

- **Traditionalists:** “Job changing carries a stigma.”
- **Baby Boomers:** “Job changing puts you behind.”
- **Gen-Xers:** “Job changing is necessary.”
- **Millennials:** “Job changing is part of my daily routine.”



THANKS
FOR
BEING
AWESOME





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