



Attracting, Onboarding, & Retaining Talent

Erin Barr & Amy Hollenkamp

ebn Employee Benefit News

Employers expect a struggle to recruit talent in 2024

With healthcare costs increasing 7% this year, what measures are employers willing to take to escape year-over-year price increases,...

 Business Insider

The List of Layoffs Sweeping the US: Amazon, Tesla, Google, IBM

Companies have continued to cut jobs in 2024 after a wave of layoffs last year. Amazon, IBM, Google, UPS and Tesla are among those shedding...

1 week ago

Organizations are taking the opportunity to reset their People strategy to intentionally build more sustainable, more inspiring, less exhausting work models.

Human Resource Management

Leading the 6-Generation Workforce

by Nicholas Pearce

 Bloomberg.com

US Jobs Post Smallest Gain in Six Months as Unemployment Rises

US employers scaled back hiring in April and the unemployment rate unexpectedly rose

 CNBC

U.S. job growth totaled 175,000 in April, much less than expected, while unemployment rose to 3.9%

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Topics / Small Business /

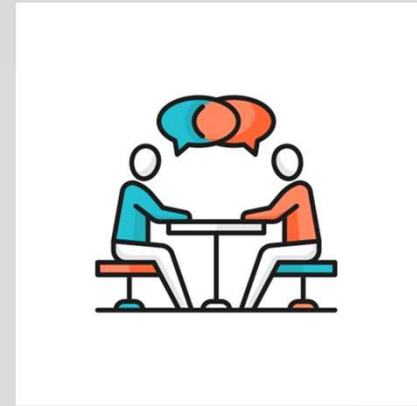
Small Business Outlook: Sales Revenue Expected to Rise

If you take
care of your
team, they will
take care of
you!

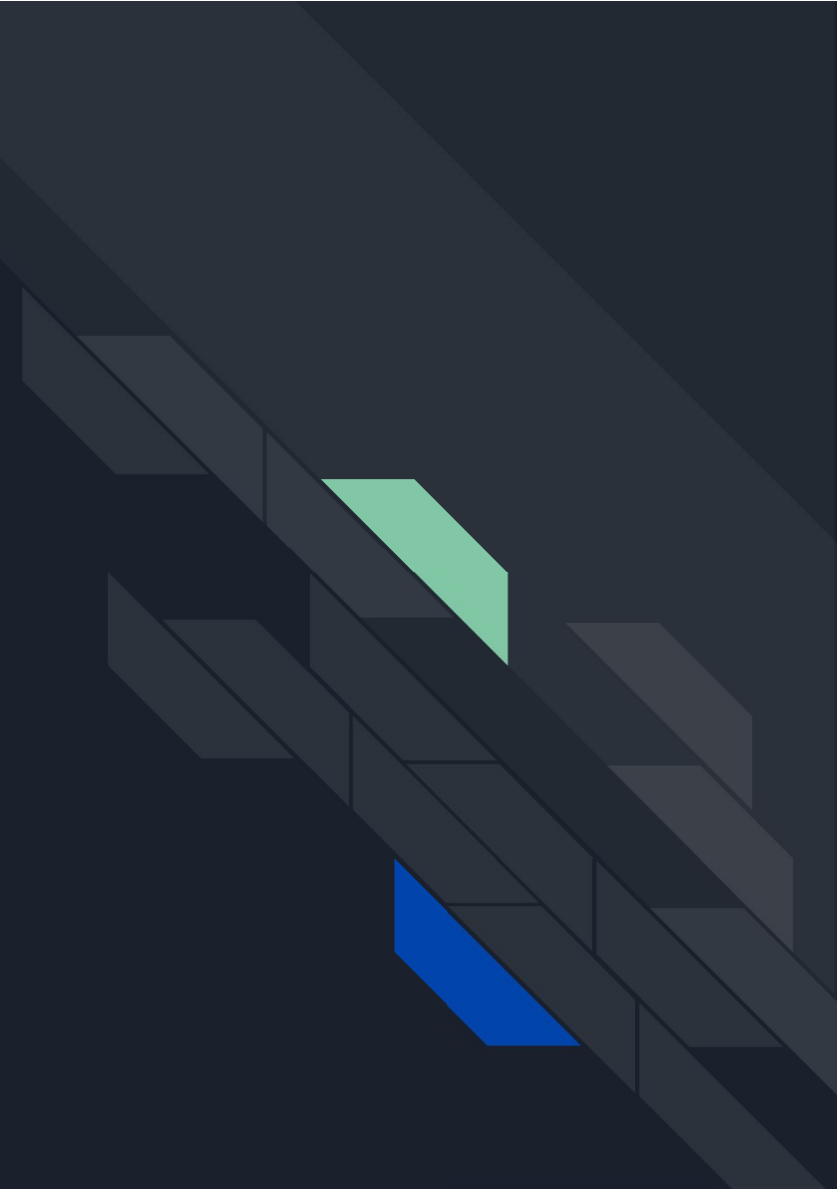


Table Talk:

What recruiting challenges do you have today?



Attracting and Recruiting Talent



Self Reflection:

What are current
knowledge or skill
gaps in your
organization?





Where to Start When it's Time to Hire

- Decide on the role and the need
 - Full-time or part-time
 - Contractor or employee
 - Is it a specific skill? Can anyone be trained?
- Create the job description
- Post/Advertise the job
- Evaluate your company's public profile
- Establish a plan for the interview process



Decide on the Role

- What knowledge gaps need to be filled?
- Evaluate if it's a full-time, part-time, or contract position.
- Determine the level of education and/or certifications that are needed
- Years of experience
- Location, remote, hybrid

Create the Job Description



Include key information

- Summary of the position
- Expectations
- Requirements

A job ad can be different than the complete job description



Time to Run the Ad!

- Fish where they fish
- Create a recruitment strategy
 - Where to post online
 - Are in-person posting opportunities available?
 - Evaluate career fair opportunities in your area (ideal for specialized positions or when the need to fill multiple roles arises)
- Establish a budget



Interview Process

- Before you reach out to candidates, create an interview process.
 - Determine who needs to be involved
 - Interview structure
 - Decide on the number of interviews (you want to be thorough, but efficient)
- Use the same questions for each candidate to accurately compare.
- Listen more than you talk
- Be prepared to provide company information and information about the role.

Evaluate Your Company's Public Profile

- When candidates research your company, what will they find?
- Review your reviews
 - Glassdoor
 - Google
 - Yelp (if applicable)
- What is on your social media?



Onboarding Talent

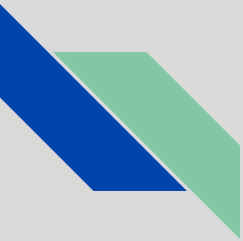


Self Reflection:

Think back to the last team member(s) you onboarded.

- What worked?
- What didn't work?





Onboarding can cost anywhere from \$2,000 - \$20,000 - Indeed

- Tangible costs
- Intangible costs (TIME)

Hint! Hire people aligned to your company values...





Have a Repeatable Plan to Save Time

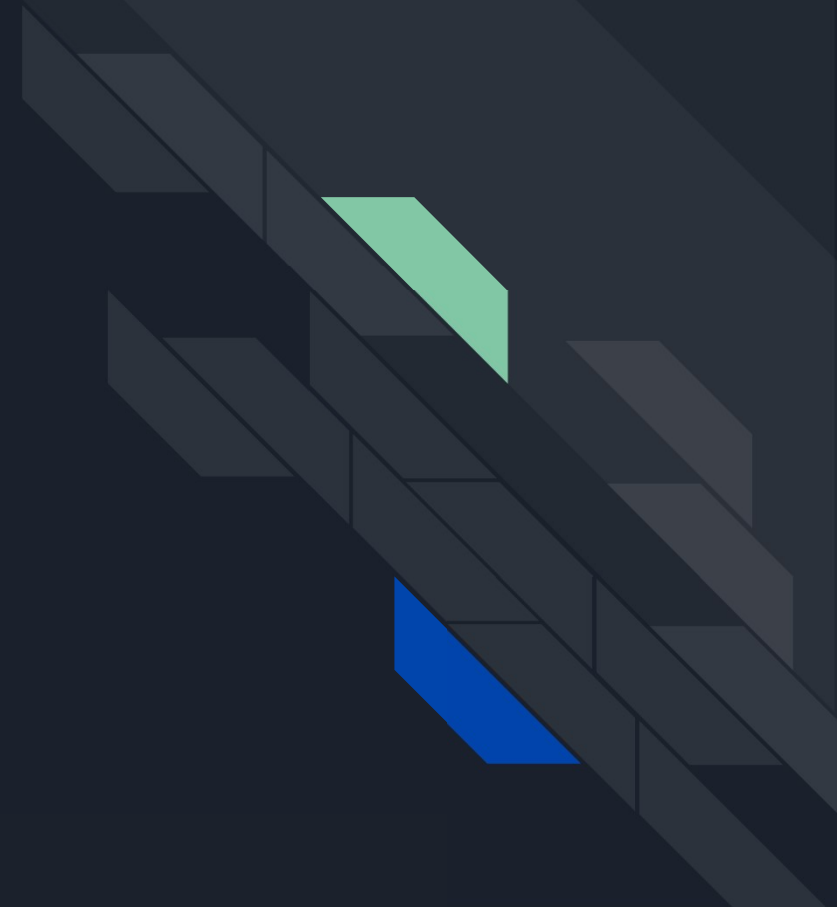
Best Onboarding Objectives:


- Effectively activate culture
- Set clear performance expectations and identify early areas of development
- Proactively connect new hires to internal networks

Achieving a Great Plan:

- Prepare for the first day
- Create a 30-60-90 day plan
 - Knowledge
 - Skills
 - Values
- Develop a buddy system
- Assign ownership & responsibility

Retaining Talent





Strong onboarding can improve retention by up to 82% - Glassdoor

How to retain...

- Develop & Grow
- Recognize
- Measure & Upgrade Culture
- Create an Employee Value Proposition
- Total Rewards Program
- Career Succession & Mobility
- Wellbeing Support
- Supply Tools and Resources
- Clear Metrics tied to Mission & Vision
- Coaching & Feedback



Not sure where to start, call us!



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CONSULTING

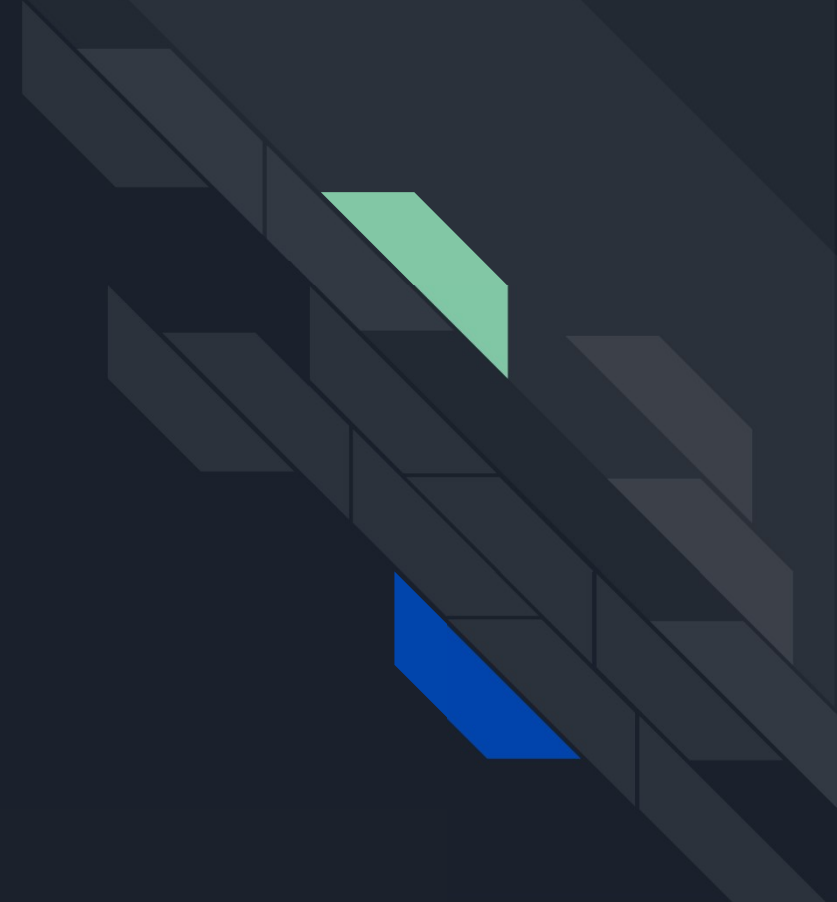




Resources

- Job Description Template
- 90 - Day Onboarding Template
- PowerPoint Presentation
- Various Articles on Talent today
 - [Leading the 6-Generation Workforce](#)
 - [Cost of Hiring Employees](#)
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Q & A



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