

Attraction & Branding for Retention



Welcome

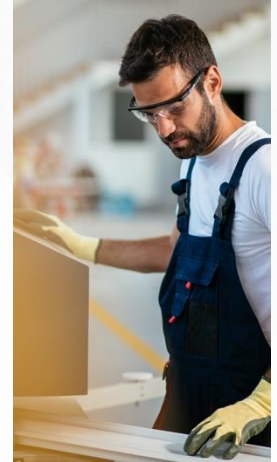


Denise Ball

Regional Client Executive & Workforce Development Specialist

KEY POINTS

- Goal & Game Recap
- Attraction & Retention
- Branding



Goal...



Be the Employer of Choice

The Long and Short Game...



of Attraction & Retention



Top Categories of Reasons People Left Jobs

Career Development
Work-Life Balance
Manager Behavior
Well-Being

Antiquated Attraction & Retention

- Newspaper
- Career Fairs
- Signs
- Holiday party
- Gold Watch
- Suggestion Box
- Employee of the month
- Vending Machines



In the Interview | Key Points

Share Mission and Vision

Company Swag

Give a Tour

Introduce-Connect



Language for Attraction

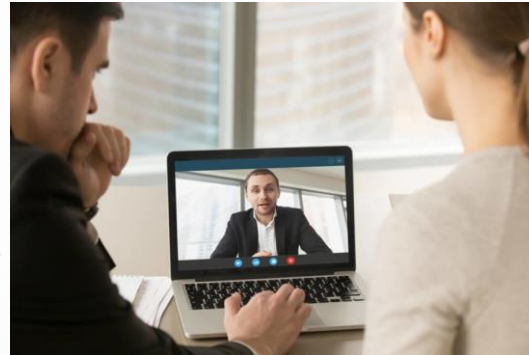
A- Attitude & Aptitude

E- Entrepreneur

I- Innovative

O- Opportunity

U- Unique



Attraction-New F words...

Fun

Family

Friends

Food

Flexile



In a survey by Peapod, **48%** said they could be lured to a new job by a company that offered better perks, including free snacks.

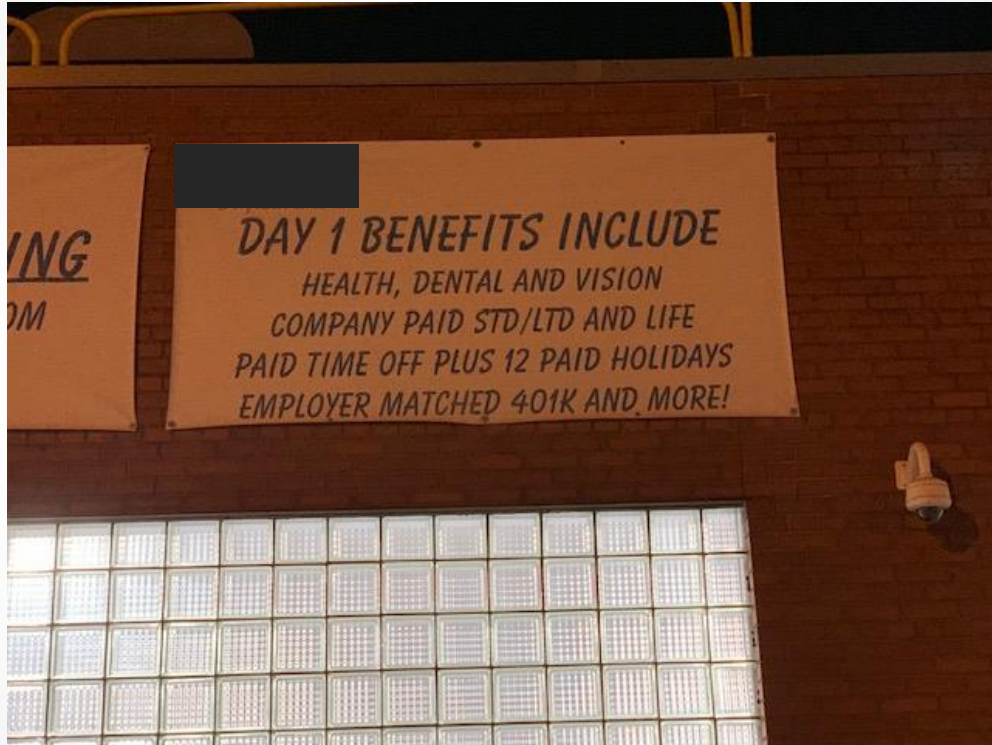


In the most recent BI Worldwide survey, **67%** of employees who work in offices that provide free food said they were very happy at work.



Attract & Retain with Perks that Work

- Pet Insurance
- Bereavement
- Buy Vacation
- Retention Bonus
- Bathrooms/Break Areas
- Glassdoor/Indeed





Best Practices from Day One

- **Strong Onboarding & Buddy System**
- **Career Pathways/Align to Pay**
- **Structured OJT**
- **Regular Feedback-Formal & Informal**



Employee Resource Groups

- Young Professionals
- Women's Leadership
- Green Team
- Veterans



Shadow Boards



Stay Interview

Semi structured between manager and employee

- ▶ What excites you about your job?
- ▶ Describe a good day of work you had recently.
- ▶ Do you feel heard?
- ▶ Think back to a time in the past year when you were frustrated about your current role. What contributed to that frustration?
- ▶ If you could change your role, what would you want to keep the same, and what would you want to change?
- ▶ Do you feel you can advance your career here if you want to?
- ▶ Do you feel you are properly recognized for your work?
- ▶ Do you feel you are respected and your concerns are addressed?
- ▶ Why do you stay here?

Get Creative...

- Geofencing-Social Media
- New Populations to Attract
 - Justice involved citizens
 - Parents with children
 - Retirees



Branding...

- Tell your story...everywhere and to everyone
- Website
- Community Involvement
- Business Cards
- Billboards



Branding Example



Work for a
King not a
Clown!



Interview Story





Final Tips

- Keep it simple-walk-ins & on-line
- Solicit input from others
- Show them their future
- Train on the generations
- Allow them to share their ideas
- Opportunity Opportunity Opportunity
- Regular Engagement and Pulse Surveys

Upcoming Sessions and Discussions:

- The Generations & Culture-May 17th
- Structured On-boarding & OJT- May 24th



Save the date!

Thank you!

Please connect with me via LinkedIn or at denise.ball@toolingu.com to continue the conversation.

A man in a light blue shirt is wearing a VR headset in a laboratory setting. He is standing at a workstation with a microscope and a computer monitor. A large, colorful, abstract digital graphic is overlaid on the scene, resembling a data visualization or a complex network. The word "Questions" is written in large, white, bold letters across the center of the image. The background shows various pieces of laboratory equipment, including a large grey machine with a control panel and a yellow warning sign.

Questions