

Refreshing Your Recruiting and Hiring Practices

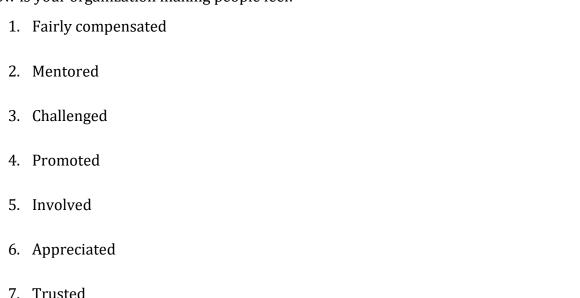
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POINTS WORTH NOTING

- Two Options: Employer of Choice and/or Expand Applicant Pool
- One Size Does Not Fit All
- Ask—What are people seeking in an employer? Utilize "stay interviews", focus groups, task force, junior board, etc.

TAKE INVENTORY

How is your organization making people feel:



- 8. Empowered
- 9. Valued
- 10. Supported

GUERILLA HIRING TACTICS	
	Assess everything—reasons for leaving, biases, etc.
	Remove possible barriers.
	Refresh job postings, job descriptions, and required qualifications.
	Refresh or create referral programs.
	Assess and refresh interviewing and hiring practices.
	Connect with previous employees.
	Assess restructuring and promotion/career mobility opportunities.
	Refresh expectations—hire for aptitude, then train for the job.
	Partner and refer.
Utilize and invest in social media.	
	Utilize multiple channels consistently—Facebook, Instagram, Tik Tok, LinkedIn, etc
	Utilize strategic messaging—company values, diversity, career mobility, benefits, community engagement, etc.
	Engage your audience.
	Purchase ads—target your audience.
	Personalize recruiting process.
	Collect applications via channels.

OUT-OF-THE-BOX STRATEGIES

- Invest in managers.
- Build your brand as an industry.
- Partner with schools.
 - o Start early—elementary and middle school.
 - o Internships, Apprenticeships, Projects
 - o Scholarships, Tuition Assistance
 - Training Programs
 - Sponsorships
- Expand applicant pool.
 - o Expand benefits programs (i.e. part-time benefits).
 - o Lobby with government officials.
 - Target: "stay-at-home moms", immigrants & refugees, incarcerated/rehab programs, ADA programs, retire/rehire, veterans, etc.
 - Attract urban populations.
 - Recruit from other industries.