

SOUTHEAST LEADERSHIP



Development Conference

August 31 - September 2, 2022

**The Grand Hotel Golf Resort & Spa
Point Clear, AL**





Recruiting and Retaining an Engaged Workforce

AGENDA



Talk to Me
Take a Pulse
“Guerilla Tactics”
Out of the Box





Employer of Choice

AND/OR



Expand Applicant Pool

One Size Does Not Fit All

Generation
Cultural
Gender
Socioeconomic

...

What are people seeking in an employer?

**Ask,
don't assume.**

Stay interviews
Focus groups
Task force
Junior Board



Take Inventory



Employees stay **When they are**



1. PAID WELL



2. MENTORED



3. CHALLENGED



4. PROMOTED



5. INVOLVED



6. APPRECIATED



7. TRUSTED



8. EMPOWERED



9. VALUED

**NOT ONE TIME DID WE
MENTION PIZZA.**

10. SUPPORTED



Guerilla Hiring Tactics



Assess
Everything

Assess Everything

Why are people leaving?

Why are people going elsewhere?

Any possible biases?



Assess
Everything



Remove
Barriers

Assess & Remove
Possible Barriers



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions

Refresh Job Postings,
Descriptions, & Required
Qualifications



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs

Refresh or Create
Referral Programs



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs



Interviewing/
Hiring Practices

Assess & Refresh Interviewing & Hiring Practices



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs



Interviewing/
Hiring Practices



Boomerang
Hires

Connect with
Previous Employees



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs



Interviewing/
Hiring Practices



Boomerang
Hires



Promote from
Within

Assess Restructuring & Promotion/ Career Mobility Opportunities



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs



Interviewing/
Hiring Practices



Boomerang
Hires



Promote from
Within



Hire for
Aptitude

Refresh Expectations—
Hire for Aptitude,
Train for Job



Assess
Everything



Remove
Barriers



Job Postings/
Descriptions



Referral
Programs



Interviewing/
Hiring Practices



Boomerang
Hires



Promote from
Within



Hire for
Aptitude



Collaborate

Partner &
Refer



Social Media

Utilize Social Media

Multiple Channels

Strategic Messaging

Company Values

Diversity

Career Mobility

Benefits

Consistent Postings

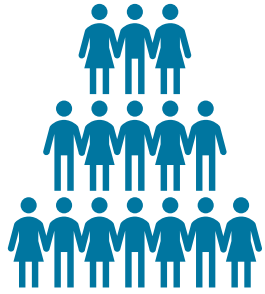
Purchase Ads—Target

Personalize

Collect Applications



“Out of the Box” Strategies

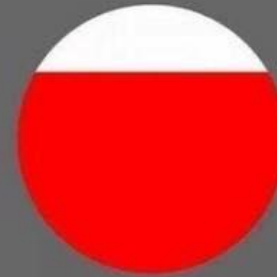


Invest in
Managers

**“People don’t leave
bad companies, they
leave bad managers.”**

- Marcus Buckingham

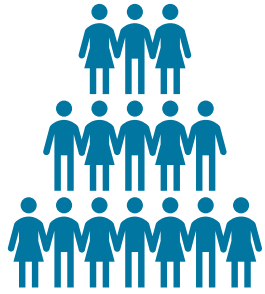
WHY PEOPLE CHANGE JOBS



75%

of workers who
voluntarily left their jobs
did so because of their
bosses and not the
position itself

“ People don’t quit jobs,
they quit bosses. ”



Invest in
Managers



Build Your
Brand

“Day at the Credit Union”

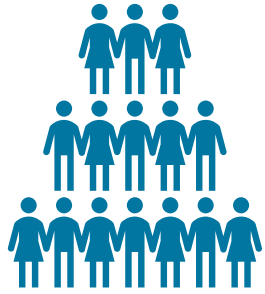
“Bring a Family Member to Work Day”

Commercials

Partner with Trade/Professional Associations

Social Media Campaigns

Credit Union Industry Events



Invest in
Managers



Build Your
Brand



Partner with
Schools

Start early—
don't wait until High School

Internships

Apprenticeships

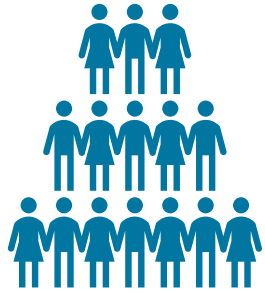
Projects

Scholarships

Tuition Assistance

Training Programs

Sponsorships



Invest in
Managers



Build Your
Brand

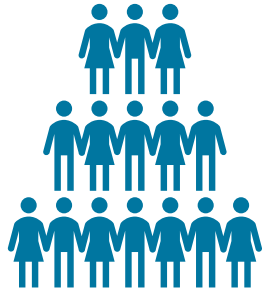


Partner with
Schools



Expand
Applicant Pool

Expand Benefit
Programs



Invest in
Managers



Build Your
Brand



Partner with
Schools



Expand
Applicant Pool

Expand Benefit
Programs

Stay-At-Home
Moms

Retire/ Rehire

Veterans

Recruit from
Other Industries



Career Potential

Develop. Achieve. Succeed.

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