

Leading the Charge to be the Employer of Choice In the New World of Work



Personnel Dept.



Applicants

Enter Thru
Loading Dock



MARRIOTT

BRILLIANCE...



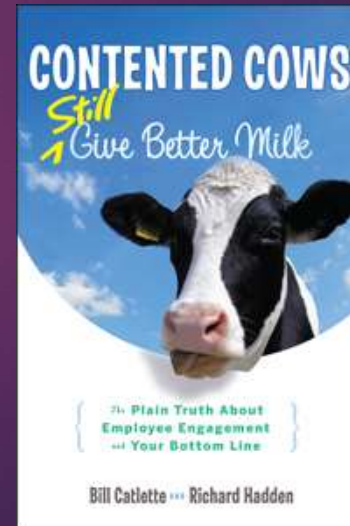
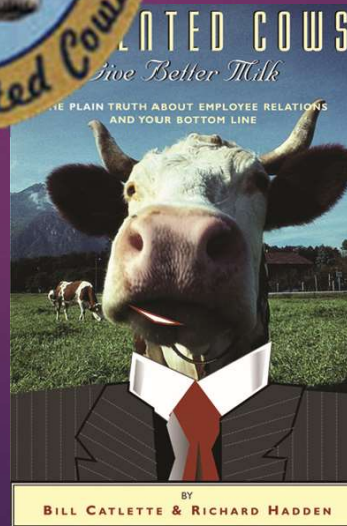
MARRIOTT

STARTS HERE



**SPONGEBOB
IS HERE
HIRING MANAGERS**

CONTENTED COWS??



PREMISE

Creating a focused, engaged,
and capably led workforce is
one of the best things you
can do for your

BOTTOM LINE.

CONTENTED COWS

- **More productive and profitable**
- **Increased Employee Engagement**
- **Lower turnover**
- **Recruit more talented employees**
- **Serve their customers better**
- **Create more wealth**

More Resources

contentedcows.com/magnet



CAN WE ALL
AGREE THAT IN
2015 NOT A
SINGLE PERSON
GOT THE ANSWER
CORRECT TO 'WHERE
DO YOU SEE YOURSELF
5 YEARS FROM NOW'

Brass Hanger Cleaners

**GONNA ASK MY MOM
IF THAT OFFER TO SLAP
ME INTO NEXT YEAR IS
STILL ON THE TABLE**

~~POST-COVID~~

Workplace

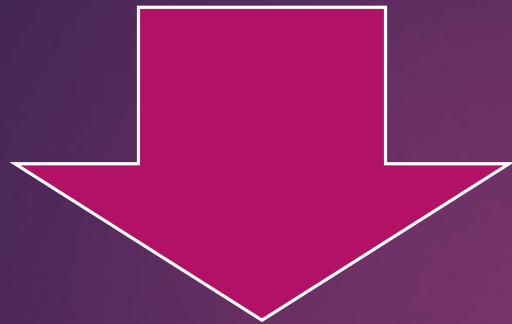
Next

THREE OPTIONS

- 1. Hope it's temporary and will resolve itself without treatment**

THREE OPTIONS

1. Hope it's temporary and will resolve itself without treatment
2. Engage in a salary arms race



Tangible\$

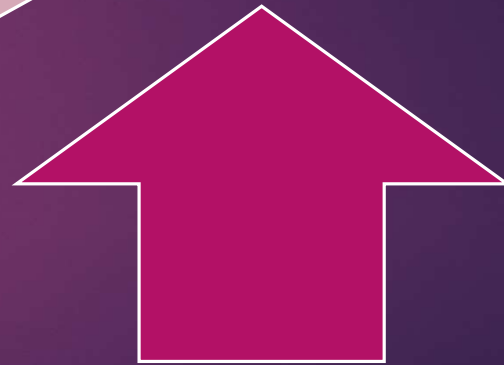
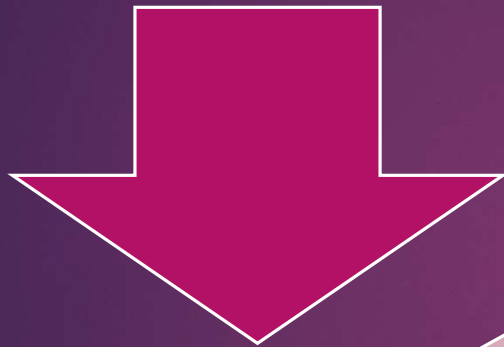


Intangibles

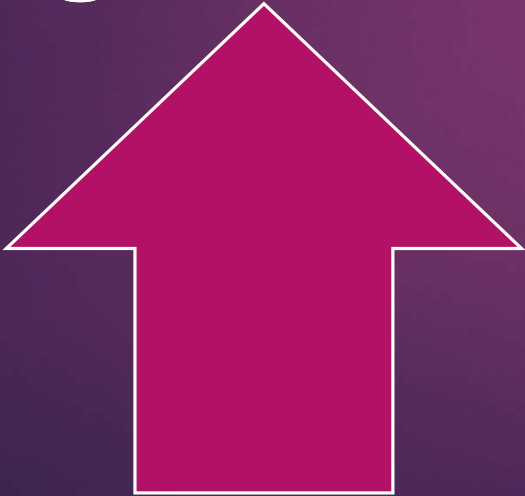


Intangibles

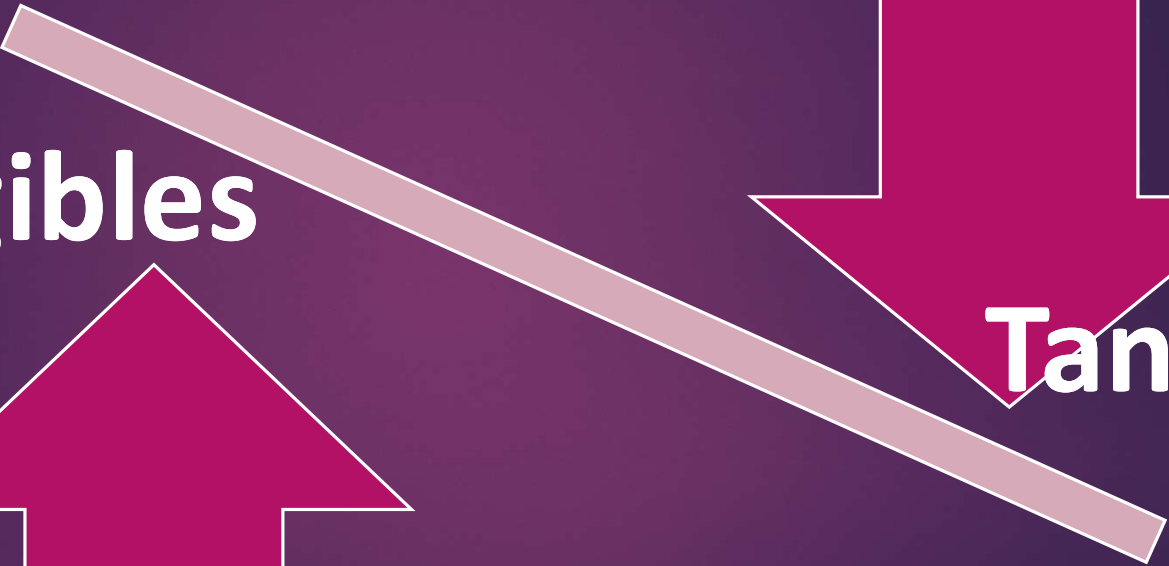
Tangible\$



Intangibles



Tangible\$



THREE OPTIONS

1. Hope it's temporary and will resolve itself without treatment
2. Engage in salary arms race
3. **Build best culture**



Would you like to
try the salmon, sir?

THE FASTEST ROUTE

Leadership

The earned consent of followers

LEADERSHIP



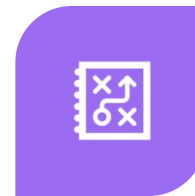
SCREEN FOR IT



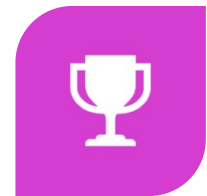
HIRE FOR IT



TRAIN FOR IT



COACH IT



REWARD IT

ASSIGNMENT

Make leadership a
primary qualification for
every person in a
management role.

MANAGER who's not a good LEADER

OPTION A



OPTION B



THIS SESSION

1. RECRUITING

2. ONBOARDING

3. RETENTION

RECRUITING



WE WANT YOU!

BEST RECRUITING TOOL

**YOUR REPUTATION AS
AN EMPLOYER**

**What's so great
about working at
your agency?**

ASSIGNMENT

Conduct Employee Surveys



contentedcows.com/magnet

REPUTATION

Recruits

REALITY

Retains

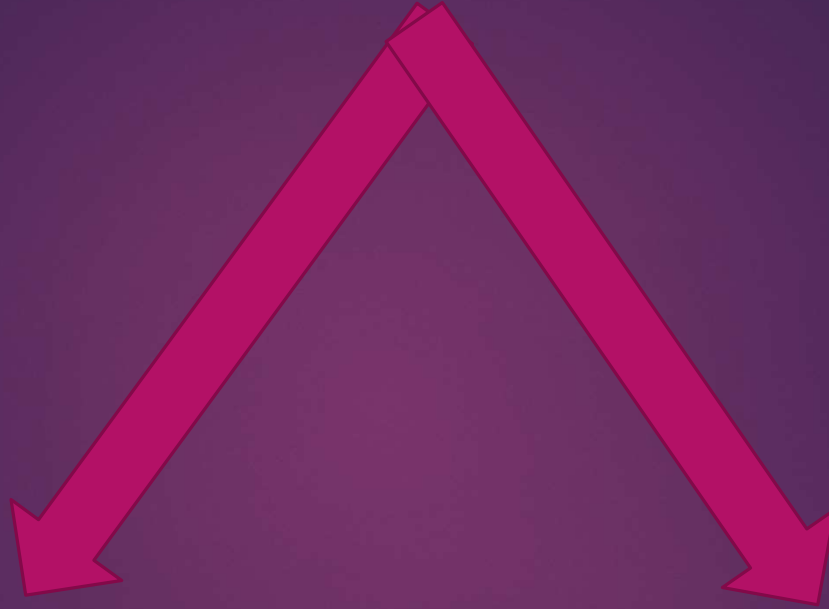
RECRUITING

RECRUITING = MARKETING

RECRUITING

SOURCES

ATTRACTION



ADDITIONAL SOURCES

- Boomerangs



- Runners-up from before



- Those who turned you down

- If still no, ask for referral



ADDITIONAL SOURCES

- Recent retirees
- Non-traditional sources
 - Those with autism, Asperger's
 - Disabled
 - Veterans
 - People with a criminal record

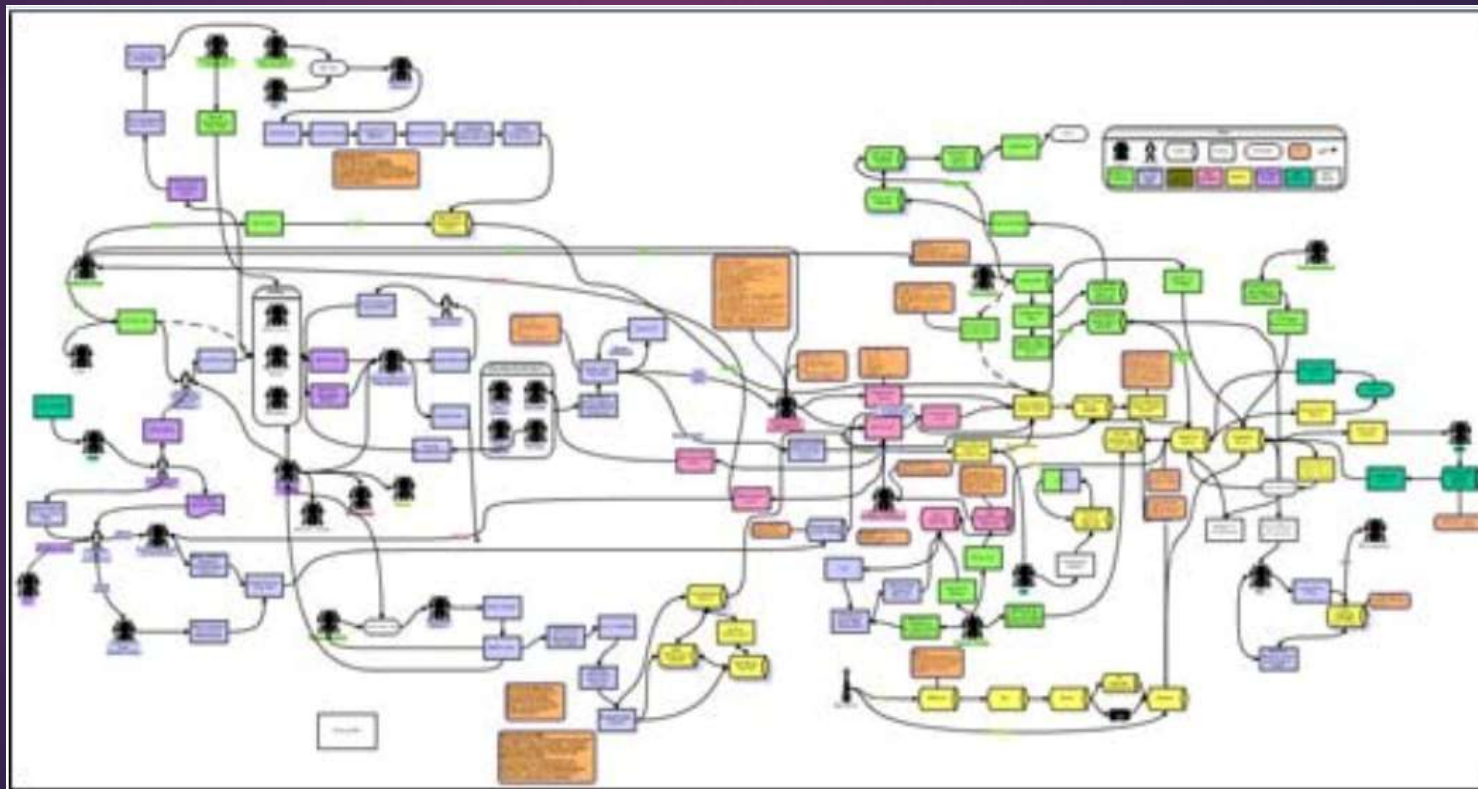


RECRUITING

Know the difference between
requirements and
preferences.

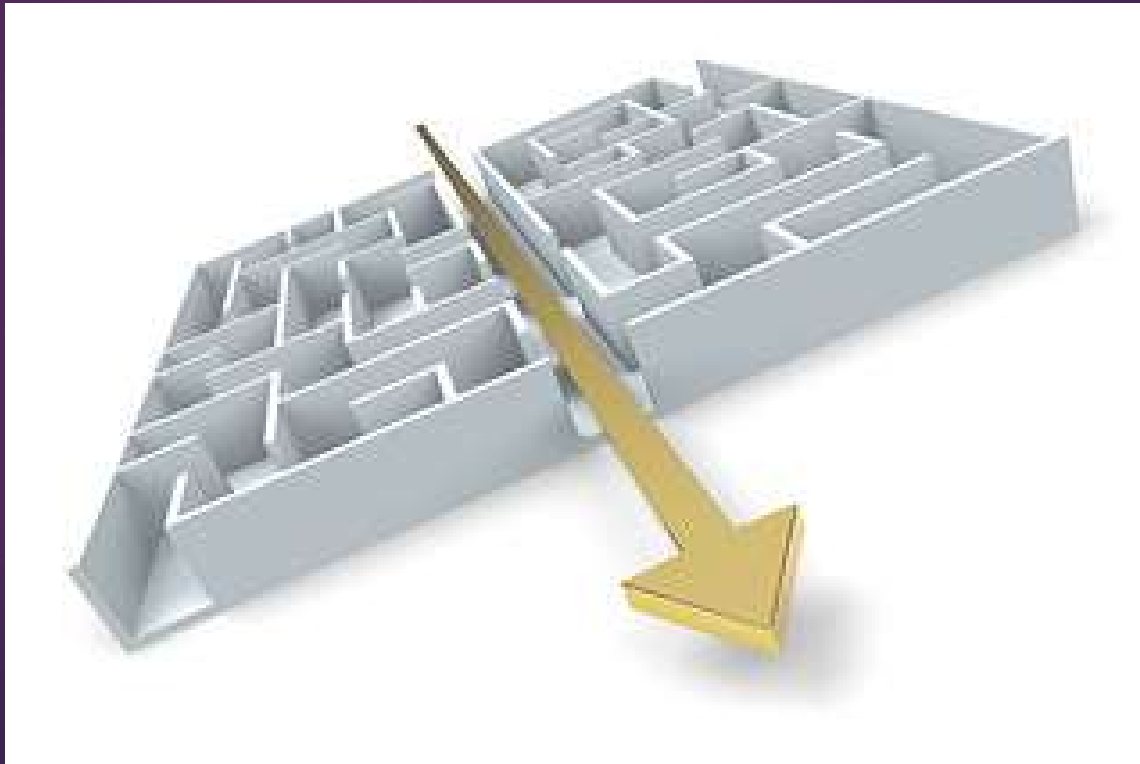
RECRUITING

Simplify your application process



RECRUITING

Streamline the hiring process



ASSIGNMENT

**Hire for FIT first, then
skills and experience.**

SKILLS AND EXPERIENCE

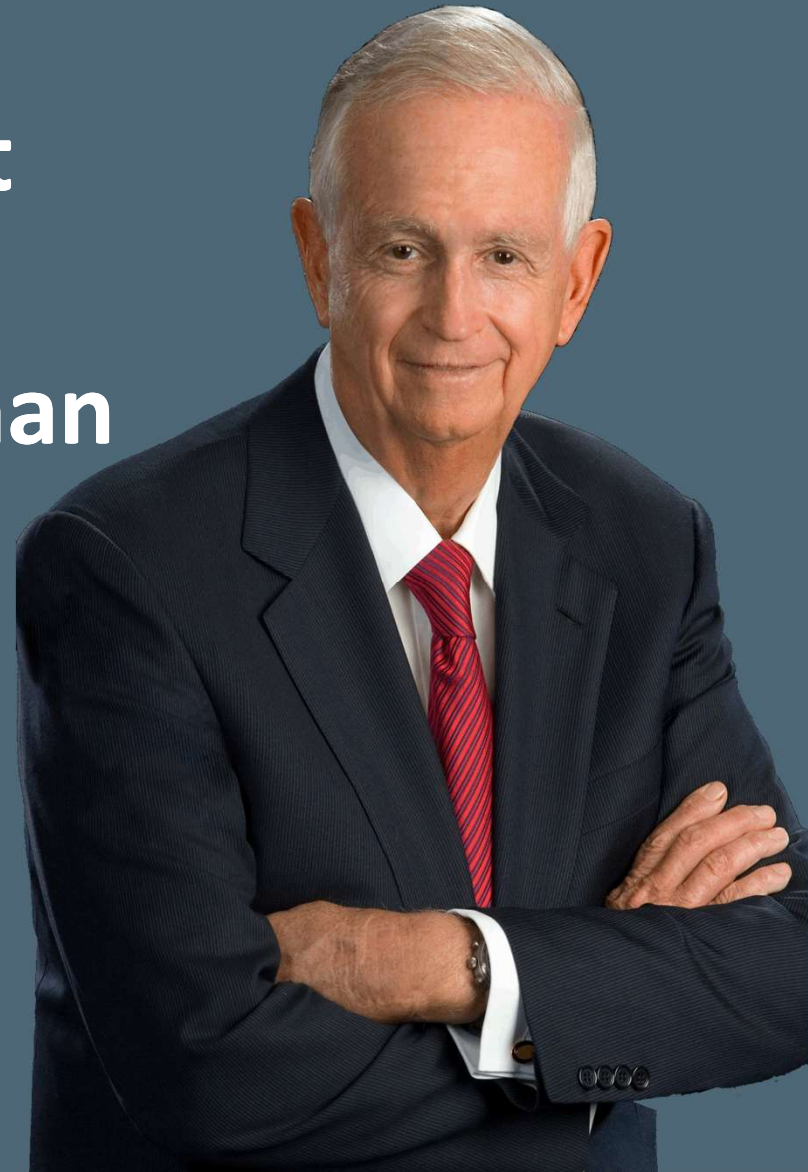
FIT

FIT

**SKILLS AND
EXPERIENCE**

**“It’s more important
to hire people with
the right qualities than
with specific
experience.”**

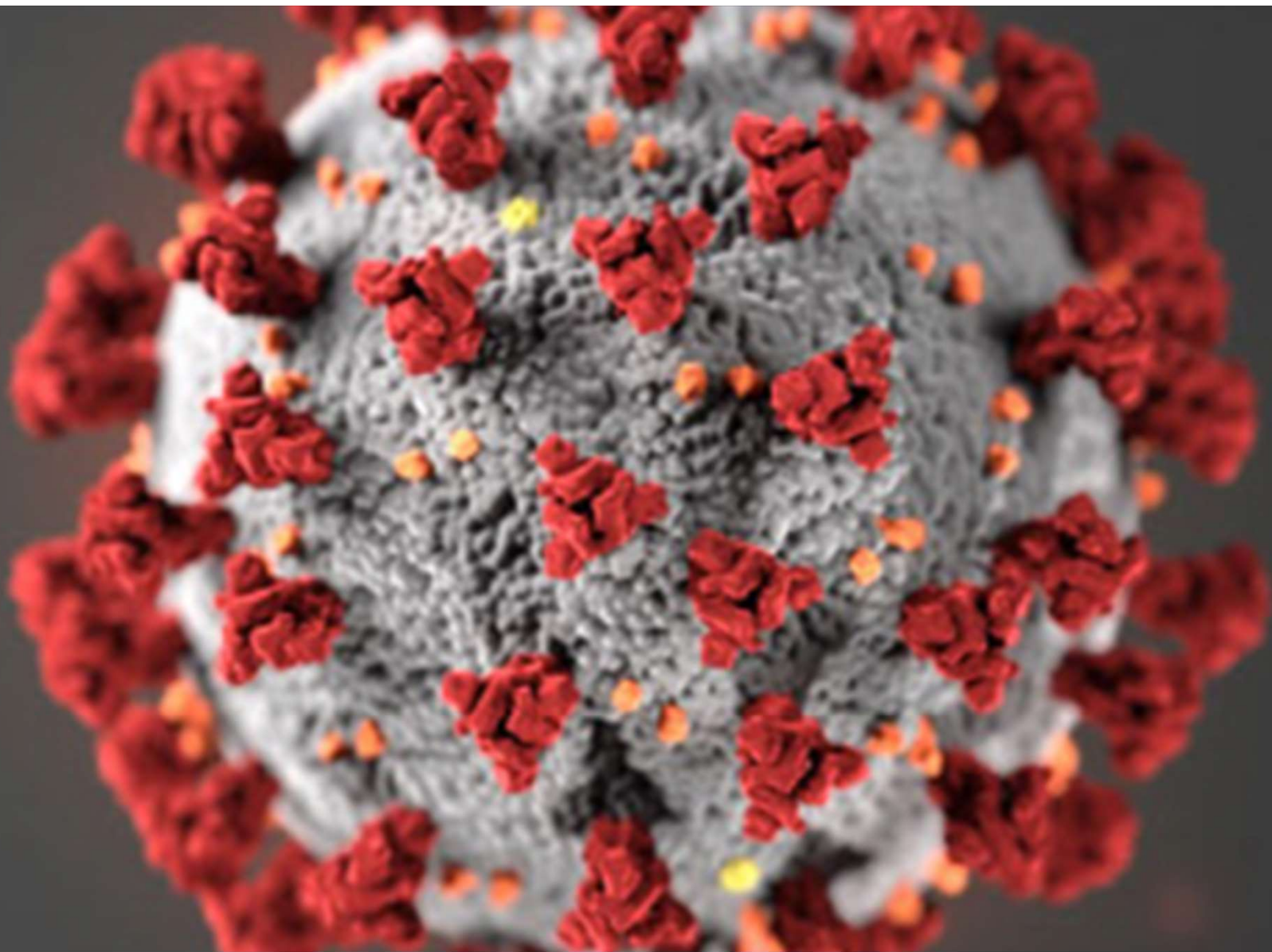
Bill Marriott



RECRUITING

Reward Managers for Hiring Well











TALENT COMPETITION THEN



TALENT COMPETITION NOW



REMOTE WORK OPTION

**Now becomes a
competitive
distinction in the
war for talent.**

#1 Job Feature Today

FLEXIBILITY

Provide FLEXIBILITY
and AUTONOMY in
scheduling



The Spirit of the Hive



RECRUITING

YOU WANT TO BE A DESTINATION EMPLOYER

**#1
COMMUNITY
BANK
EMPLOYER
IN THE
NATION!**

[Learn More](#) »

**BEST
COMMUNITY
BANKS
TO WORK FOR
2021**

ICBA

● ○ ○ ○ ○

♿

First State Bank – Northern Texas

**THE MOST UNDERUTILIZED ASSET YOU
ALREADY OWN**

**YOUR
WEBSITE**

Career Opportunities

We are always accepting applications from potential career oriented team members.

Available Positions

At this time we have the following specific positions available:

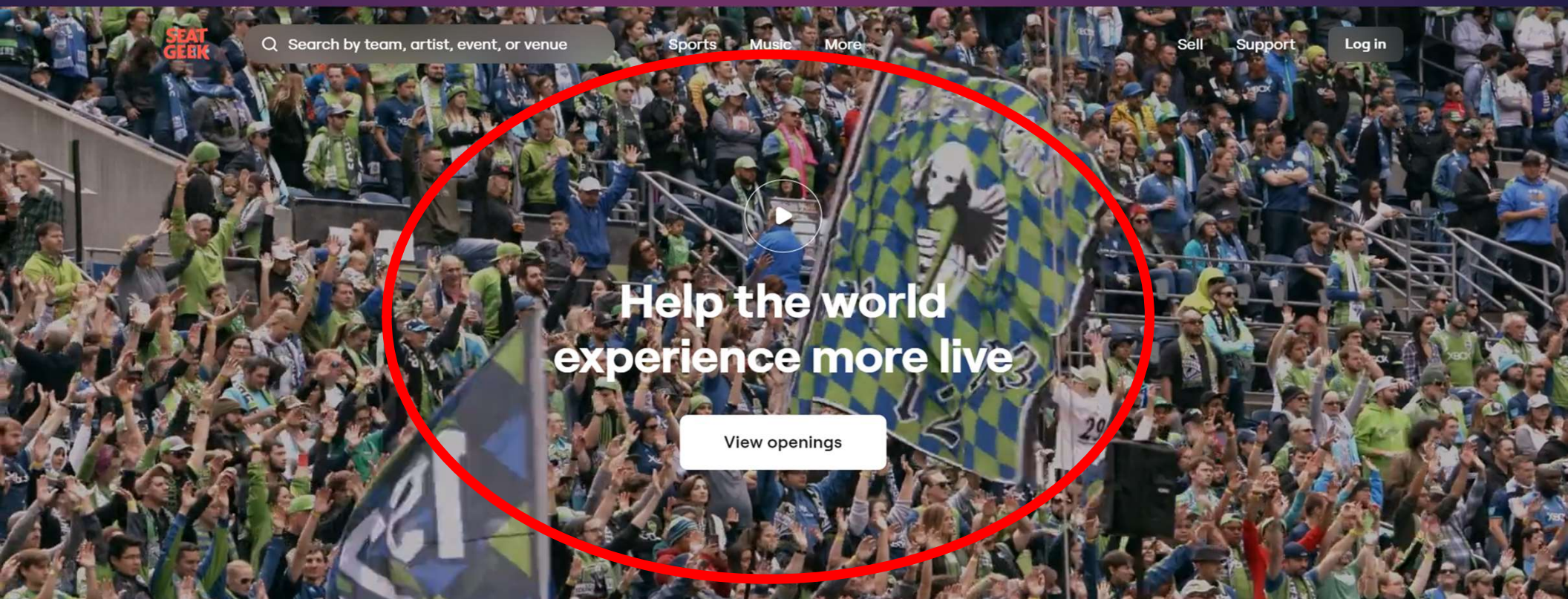
> [Personal Banker](#)

We invite you to stop by our [nearest office](#) to fill out an application and present your resume. You may also email your resume to careers@csbemail.com.

YOUR WEBSITE SHOULD

Communicate your employer brand

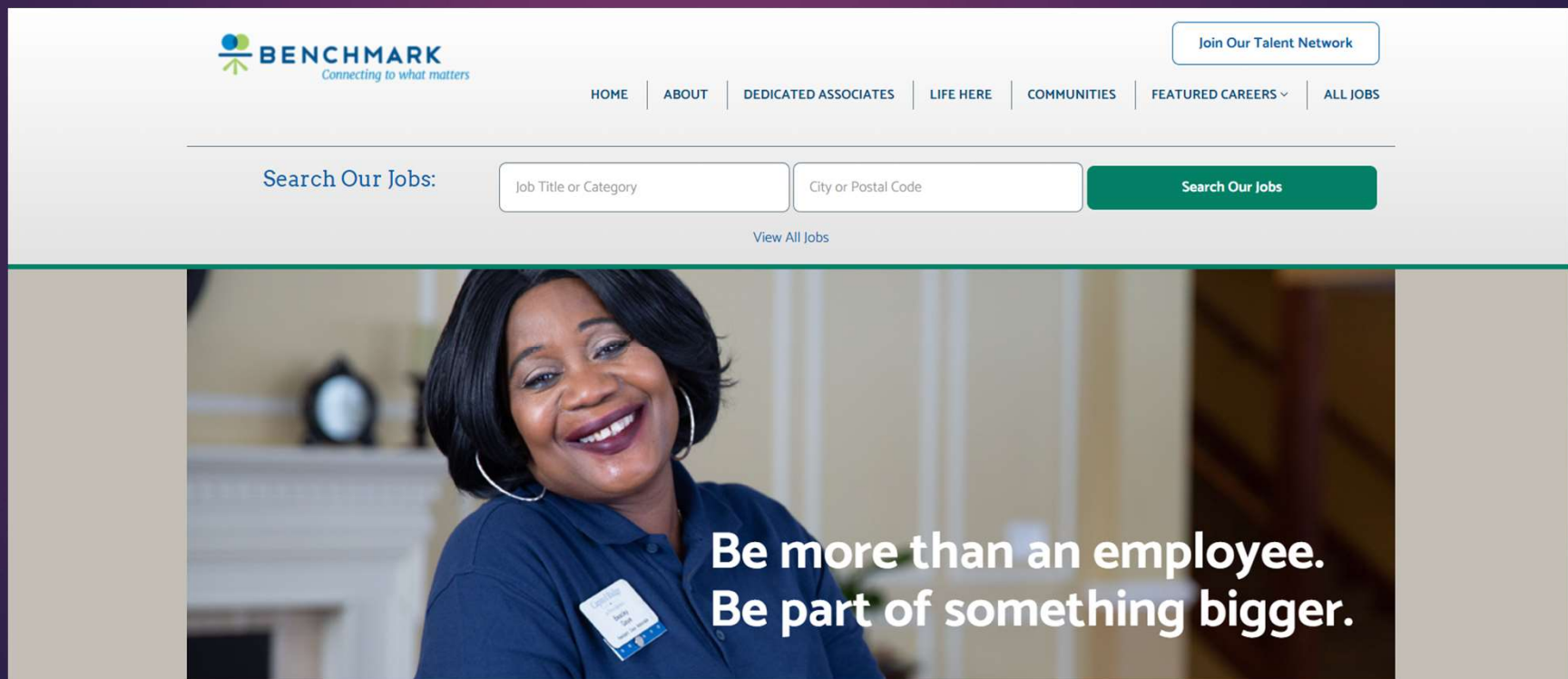
seatgeek.com/jobs



YOUR WEBSITE SHOULD

Sell your CULTURE

benchmarkseniorliving.com



The screenshot displays the top section of the Benchmark Senior Living website. On the left is the Benchmark logo with the tagline "Connecting to what matters". To the right is a "Join Our Talent Network" button. The navigation menu includes links for HOME, ABOUT, DEDICATED ASSOCIATES, LIFE HERE, COMMUNITIES, FEATURED CAREERS (with a dropdown arrow), and ALL JOBS. Below the navigation is a search bar with the text "Search Our Jobs:" and two input fields: "Job Title or Category" and "City or Postal Code". A green "Search Our Jobs" button is positioned to the right of the input fields. Below the search bar is a "View All Jobs" link. The main content area features a large image of a smiling woman in a blue polo shirt with a name tag. Overlaid on the bottom right of the image is the text: "Be more than an employee. Be part of something bigger."

YOUR WEBSITE SHOULD

Give a look inside

rackspace.jobs



JOIN US!

🔍 job title, keywords, location

Search

VIEW ALL
JOBS

[Are You a Racker?](#) | [Locations](#) | [Culture](#) | [Benefits](#) | [Stories](#) | [Jobs](#)

A CLOUD ENTHUSIAST
WITH A HEART FOR SERVICE



BK BOX

PRINCIPAL ENGINEER

Rackers are a magical combination of extremely smart, helpful, and passionate people. We're on cloud together with a

MISSION-INSPIRED,
VALUES-GROUNDED, CULTURE-
FOCUSED



COURTNEY SKARDA

VICE PRESIDENT RACKER EXPERIENCE

Rackers grounded in our company's core values are valued for their unique talents and

COMMITTED TO
LEARNING, GROWING & INNOVATING



AARON SULLIVAN

DISTINGUISHED ENGINEER & LEAD
ARCHITECT

Learning, growing, innovating – sometimes all at once – are part of what makes a Racker

piedmont.org



Career Areas

Physician & AP Opportunities

Our Culture

Rewards

Locations

Search Jobs ▶

Be The Difference.



SEARCH PIEDMONT

CURRENT EMPLOYEES
SEARCH & APPLY



“Day in the Life” Video

heartbeat.com



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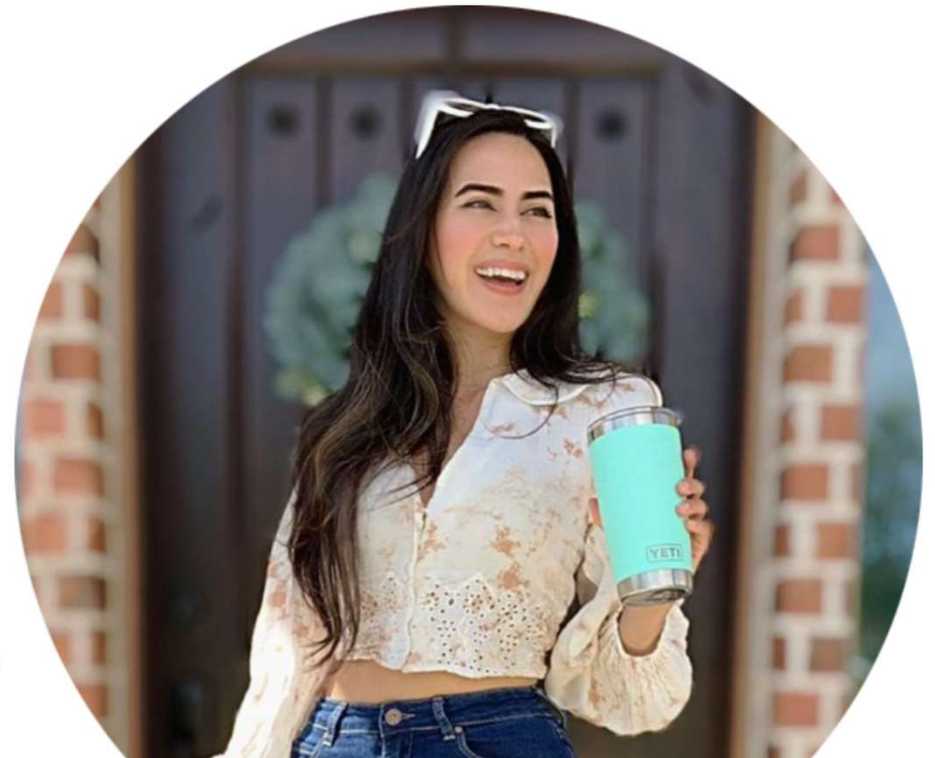
The Heartbeat of Influence

Hey, Influencers!
Hey, Brands!
You're Better Together.

Think of us as matchmakers.

Using our unique software and devoted team at Heartbeat, we pair the best content creators with like-minded brands who share a love for the same products and services.

The result is a genuine connection that develops into long-lasting relationships



YOUR WEBSITE

POST YOUR
GLASSDOOR,
INDEED REVIEWS IF
THEY'RE 4 STAR OR
MORE

The Glassdoor logo consists of a white square icon with a diagonal line, followed by the word "glassdoor" in a lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The entire logo is set against a solid green rectangular background.The Indeed logo features a blue circular icon with a white dot and a curved line, followed by the word "indeed" in a lowercase, sans-serif font. The logo is set against a white rectangular background.


Overview

39
Reviews

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Jobs

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Salaries

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Interviews

12
Benefits

57
Photos

Jan 10, 2017

helping(1)



"The best job I have ever had."



Current Employee - Account Executive in New York, NY

Recommends

Positive Outlook

Approves of CEO

Jul 19, 2017



"Unless it is a choice between working here and starving to death, keep looking."



Current Employee - Anonymous Employee in Milford, NH

Doesn't Recommend

Negative Outlook

No opinion of CEO

YOUR WEBSITE

**FUN JOB
POSTINGS**

YOUR WEBSITE

Certified Nursing Assistant - CNA

- Full Time
- 3 pm to 11 pm shift
- Requires working every third weekend
- Provides personal care for patient under the supervision of RN
- Maintains good interpersonal relations with patient, family, visitors
- Delivers meal trays and snacks; assists patients as needed

• Collects specimens as directed by RN

- Maintains clean work areas
- Assists with Activities of Daily Living including proper positioning of patient
- Offers and assists with activities for skilled patients
- CNA Certificate required
- Benefit package available
- Wage based on experience

CHIEF MEME OFFICER

We at Bud Light have created the perfect hard seltzer. It's five-times filtered, 100 calories, and comes in four delicious flavors. But we know a hard seltzer is only as good as its memes and, unfortunately, our memes are trash. We need someone who can change that for us; someone who can pull us out of the pits of cringe, someone who knows how to use the lasso thingy in Photoshop, someone like you. Please help us. Please.

Sincerely,

@budlight

p.s. please

.p.s all applicants will be entered to win three months' supply of Bud Light Seltzer :-)

RECRUITING

PUT VIDEOS ON YOUTUBE



RECRUITING

SOCIAL MEDIA



RECRUITING

PAY FOR EMPLOYEE REFERRALS



RECRUITING

GET REFERRALS
FROM NEW
HIRES IN THEIR
FIRST WEEK -
WHEN THEY'RE
EXCITED



RECRUITING

USE THE
PHONE



RECRUITING

NEVER STOP RECRUITING



ONBOARDING



ONBOARDING

WELCOME

EDUCATE

CELEBRATE

CHECK IN

ONBOARDING

Meredith MacDonald

Chief Executive Officer

November 2, 2021

Dear Martin,

On behalf of everyone here at ElectroMar, I want to personally welcome you to our family, and congratulate you on being selected to begin your career with us here on our Design and Engineering team.

As you know, we interviewed more than a dozen highly qualified candidates for this position, and while all were impressive, you stood out from the rest. And here's why:

We believe that it is our culture that has made our company successful, and everyone on the interview panel agreed that you brought not only the right experience and qualifications, but that you would be the best fit for who we are here at ElectroMar.

We're excited to have you join us, and we look forward to a long and mutually fulfilling relationship with you.

If I can ever be of help to you in any way, I invite you to let me know.

Welcome aboard. See you next week!

Warmly,



Meredith MacDonald
CEO

Welcome letter from the CEO

ONBOARDING



**Welcome phone
call from someone
they haven't met**

ONBOARDING



**Onboarding
Buddy**

ONBOARDING

Appoint an Onboarding Team

- **Specific tasks**
 - Lunch buddy every day first week
 - Random “impromptu check-ins”
 - Gamify it!

ONBOARDING



**No first day
paperwork!**

ONBOARDING



Hold a
welcome
celebration
for them on
their first day

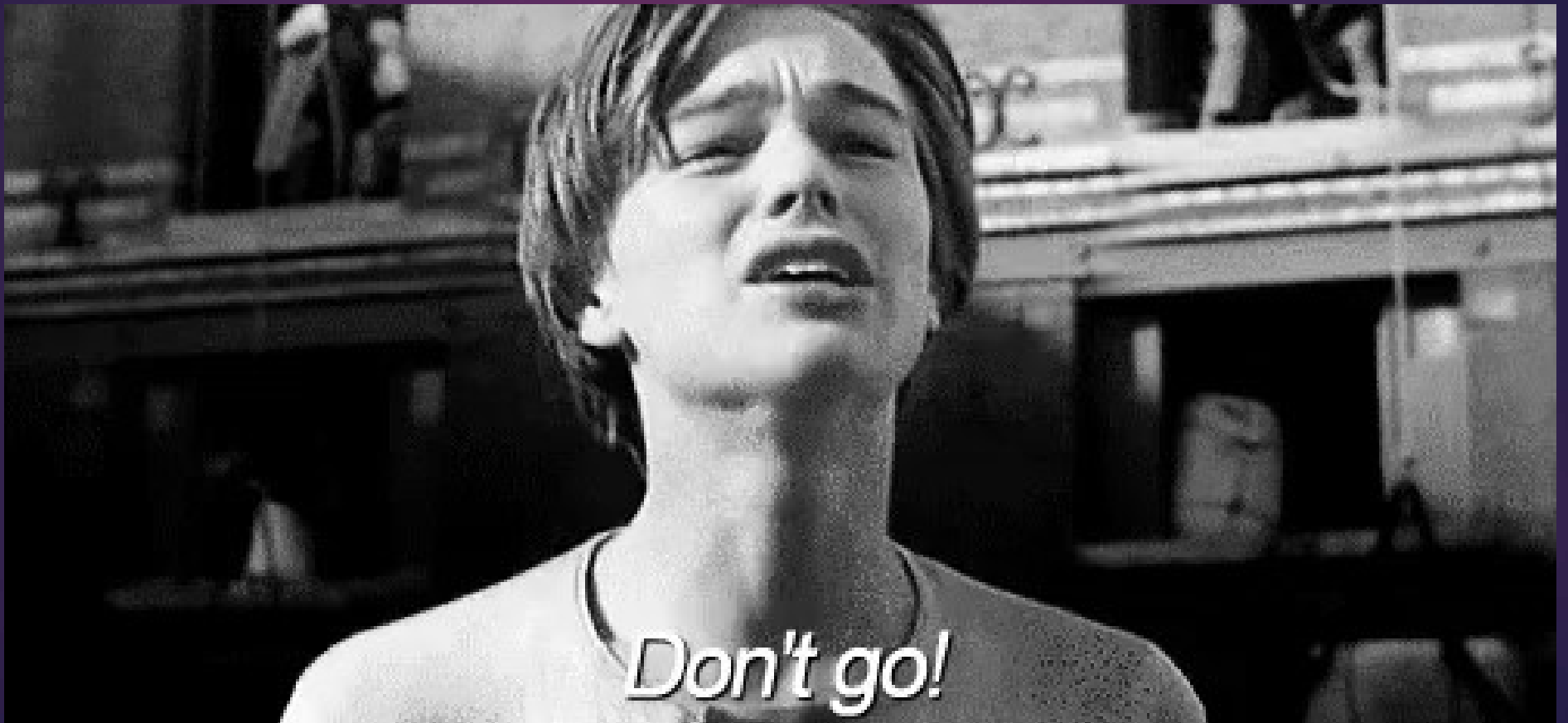
ONBOARDING

Manager Check-in

- 1st day
- 1st week
- 2nd week
- 1st month
- 6th month
- 1st year



RETENTION



RETENTION

Release toxic workers



Employee Engagement

Quiet Quitting Is About Bad Bosses, Not Bad Employees

by Jack Zenger and Joseph Folkman

August 31, 2022



Personal Capability

- Minimum Requirements

**DISCRETIONARY
EFFORT**

Engagement is

a conscious

DECISION

Work is contractual

Engagement is

PERSONAL

EXTRA MILER - PHILIP



Wegmans

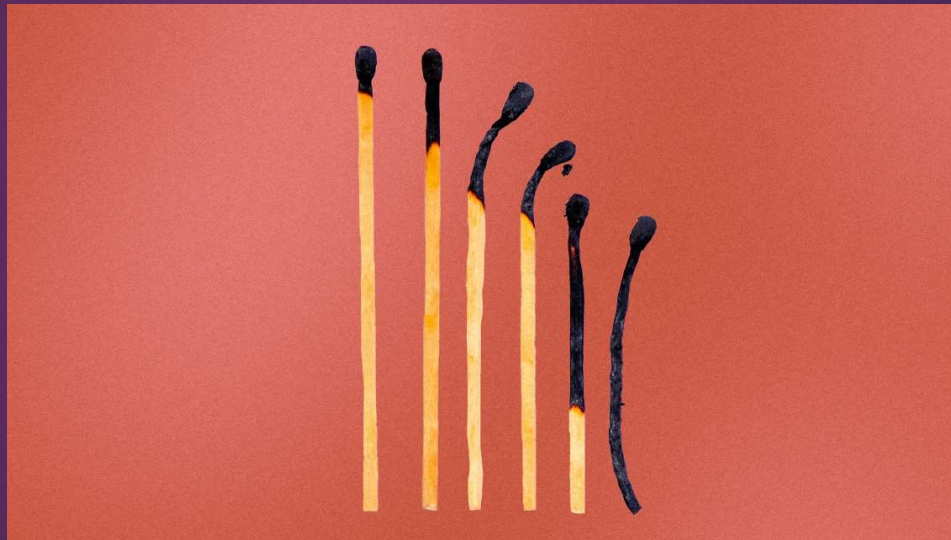
RETENTION

Connect
everyone to
the impact of
their work



RETENTION

Guard Against Burnout



Treat every performance like it's opening night!

RETENTION

More Work-Life Balance



RETENTION



**More
attention to
employee
development**

RETENTION

Customize Benefits



RETENTION

CHILD CARE OPTIONS



RETENTION

- **Retention bonuses**
- **Tuition reimbursement**
- **Student loan assistance**

RETENTION

- **Weekly pay**
- **Job sharing**
- **Modernize PTO policy**

RETENTION

**Create a community,
not just a workplace**



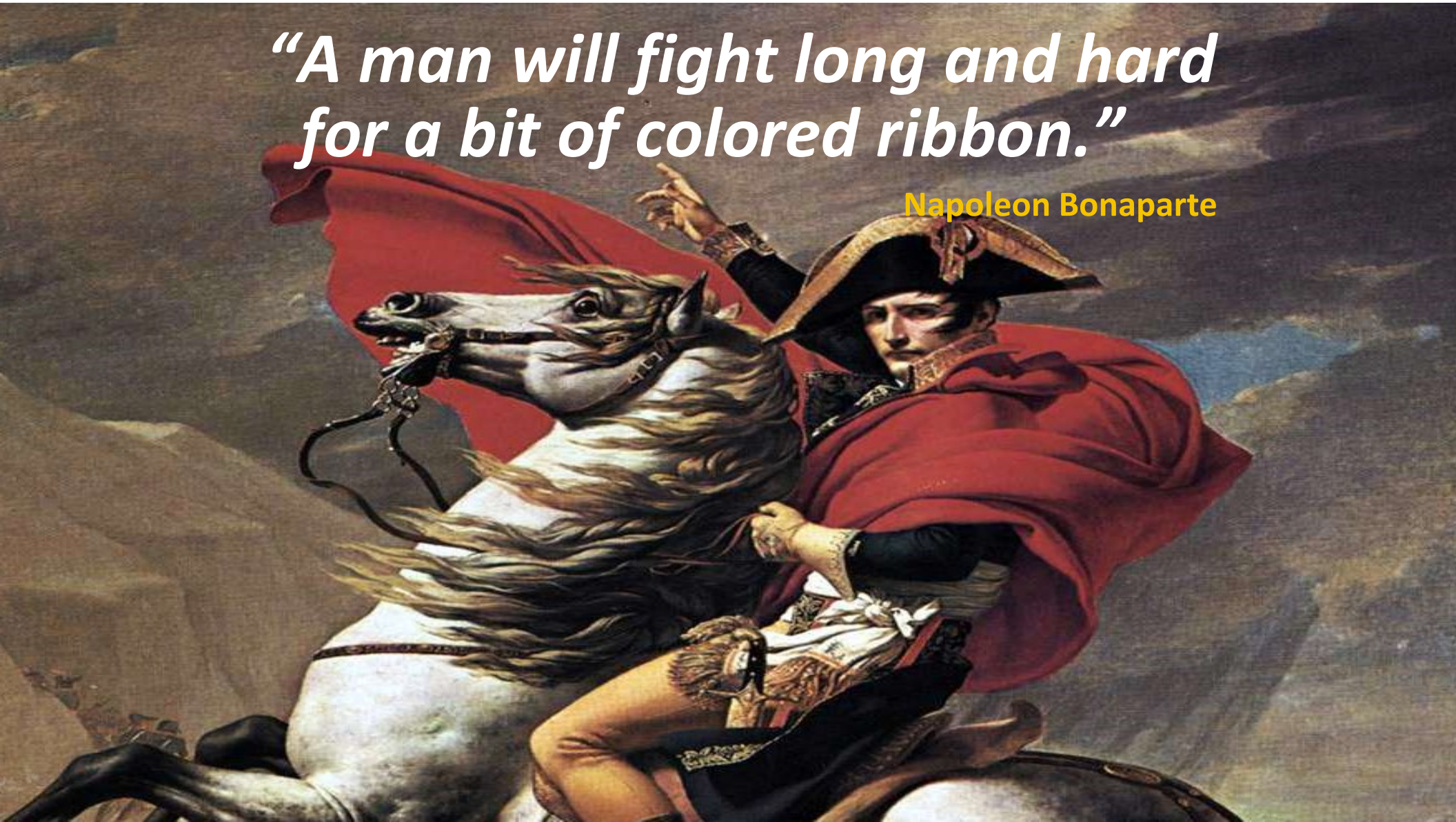
LABOR SHORTAGE?

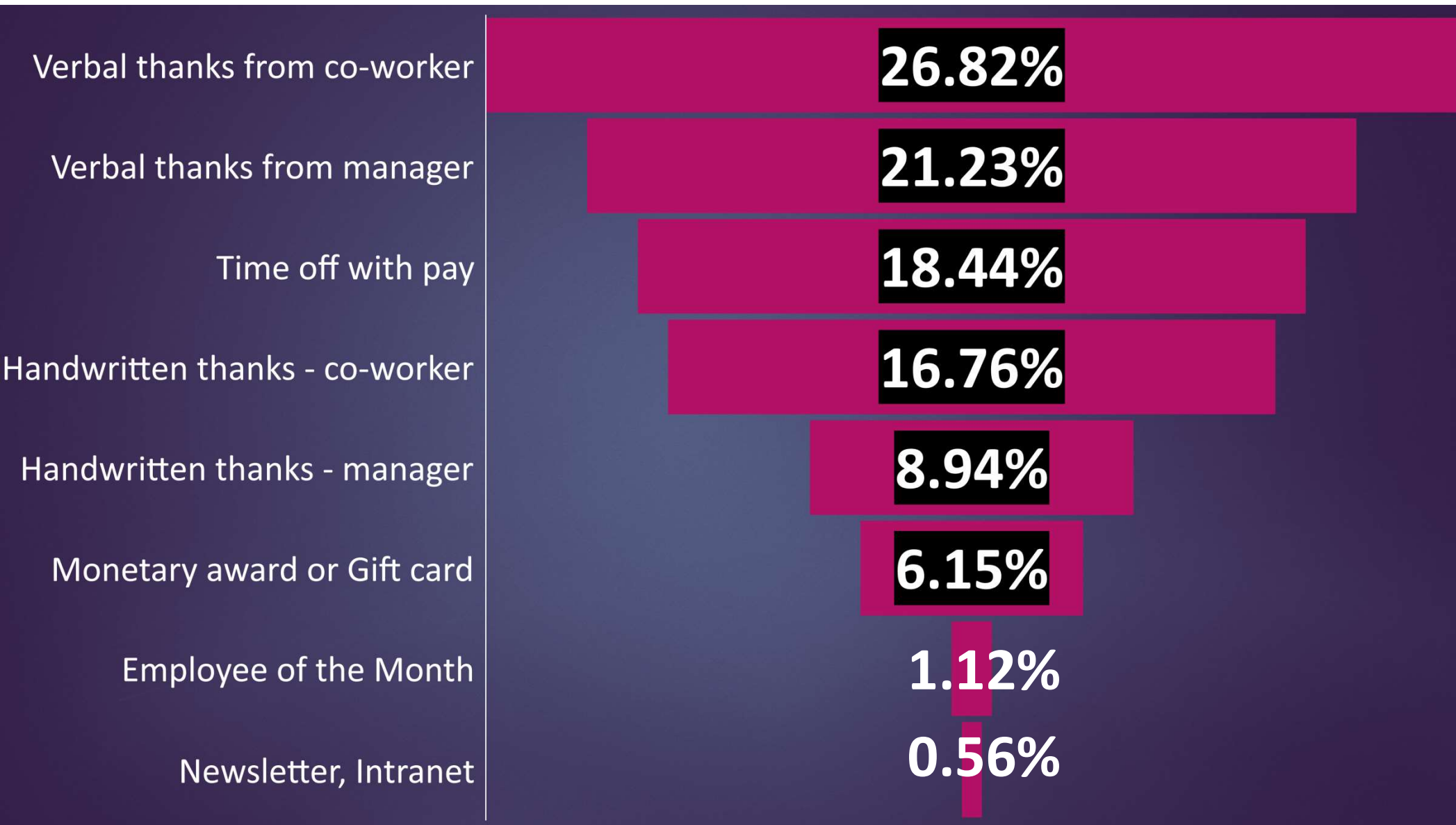
**APPRECIATION
SHORTAGE!**

**Say thank you a
lot!**

*“A man will fight long and hard
for a bit of colored ribbon.”*

Napoleon Bonaparte





SAYING THANKS

Handwritten
thank you
note, mailed
to their
home.



SAYING THANKS

Include families



SAYING THANKS

Hold a Manager's Car Wash



SAYING THANK YOU

Have dinner delivered to an employee's home.



IF YOU CARE, YOU...

**Feed the
troops first**