

Preparing for the Future

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Challenges Today

Competition for talent has increased

- Nearly 4 million Baby Boomers expect to retire in 2015 alone.
- More candidates are choosing to work outside the traditional organization model
- Candidates have higher expectations
- Fewer candidates are prepared for the demands our organizations face
- Education is more expensive, even for skilled trades

Challenges Ahead

Attracting and Retaining Leadership

- 60% of organizations are struggling to fill senior leadership positions.
- Only 11% of survey respondents list senior-level jobs as their career goal.
- Succession planning has become a top organizational development challenge for most companies today.

“For average companies the cost of miss-hires is perhaps 25 times base Compensation for those under \$100,000 and 40 times base salary for those earning \$100,000 - \$200,000.”

Brad Smart
Author of Topgrading

Competing for Talent

- Do you have an Employment Brand?
- Do you need one?
 - Where are you located?
 - How do you attract candidates?
 - What is your employment reputation?
 - Do candidates know your total rewards philosophy?
Do your employees?
 - Are your employees engaged?
 - Is your culture what candidates want?
- How successful is your recruitment and retention?

What is an Employment Brand?

A marketing message that defines your organization as an employer.

- Leadership
- Culture
- Work environment
- Job Design: Work performed
- Performance and Recognition
- Opportunity for growth
- Total Rewards philosophy

Defining Your Employment Brand

Look internally

- Do employees feel your leadership is fair and engaged?
- Are your employees engaged?
- Are they proud to work at your organization?
- Is the work your employees do meaningful to them?
- Do you have a continuous improvement culture with documented processes and procedures?
- Do you provide excellent training?
- Do you communicate well?
- Do your employees feel recognized for a job well done?
- Is your work environment safe? Clean? Positive?
- Do your employees feel a sense of team?

Building an Employment Brand

Create a Marketing Plan

- Define your organizational philosophy and Vision
- Create a culture of engagement
- Design meaningful roles and be flexible
- Create an environment that is safe and clean
- Create an application and hiring process that is easy to navigate and effectively screens for Fit
- Create an onboarding process that helps new employees feel welcome, informed and valued
- Define your Total Rewards Philosophy
- Most importantly....develop leaders who are engaged

Market Your Employment Brand

- Determine where you find your most successful employees
- Reach out to the community in which the “best fit” candidates are engaged
- Communicate your Employment Brand externally via a variety of media platforms including social media.....*Keep it professional and on Brand*
- Celebrate your employees and your success as an organization
- ***People want to work where they are valued, have meaningful work, a fair wage and the work environment is safe and clean.***

Total Compensation

To attract quality candidates you must have a competitive total rewards package....

- Cash compensation
 - Base and Variable Pay
- Benefits
 - Medical/Dental
 - Paid Time Off
 - Retirement
- Non-Cash Rewards

**Compensation
and
Benefits
Surveys**

Onboarding Process

- Welcome to the organization
- Completion of all new hire paperwork
- Introduction to the organization
 - Vision
 - Culture
 - Policies/Logistics
 - Communications
 - Benefits
- Training on Processes and procedures
- Performance Recognition and Feedback Process

Videos
Benefits Marketing Materials
Take-Aways
Simple, easy communication

Make this a positive experience!

Retention:

Employee Engagement

- Regular feedback from employees
 - Organizational Effectiveness surveys
- Communication
 - Organizational
 - Cross-functional
 - Accountability
- Engaged Leaders
- Continuous Improvement
- Opportunities for professional growth

Why?

- Increased productivity
- Higher quality products and services
- Increased customer satisfaction
- Higher profit margins

A stable, quality workforce and a healthy, successful organization.

QUESTIONS?

Thank you

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