

# How to Find Employees and Keep Them

August 31, 2016

The webinar will begin at 1:00 p.m. CT



**Carrie Cox, PHR, SHRM-CP**  
Senior Organizational Development Consultant

# Administration



**If you need HR or CPE credit, please participate in all polls throughout the presentation.**

# Administration



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# Administration



**For best quality, call in by phone instead of using your computer speakers.**

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**Please provide your feedback at the end of today's presentation.**

# About the Speaker



## **Carrie Cox, PHR, SHRM-CP**

Senior Organizational Development Consultant

PHR and SHRM-CP certified

Thorough knowledge of human resources laws and best practices

Experience in a variety of HR functions





# Agenda

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- Review current employment trends.
- Explore strategies for recruitment and retention.
- Identify how organizational culture influences employees.
- Review good recruitment and onboarding processes.



# Current Picture

**Lowest number of jobless  
claims since 1973**



**+ 255,000 jobs**



# Talent Shortage Factors

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Technological  
Growth

Shifting  
Demographics

Increasing  
Customer  
Sophistication

Rise of  
Individual  
Choice/Freedom



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# Poll #1

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# A Look at the Numbers

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**68%**

**of HR professionals had difficulty  
filling jobs in 2015**



**More than**

**1/3**

**of employers cite a lack of available  
applicants**

# Skilled Labor and STEM Careers





# So What Can We Do?

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Know your WHY.

Engage current employees.

Provide development opportunities.

Do community outreach and education.



# KNOW YOUR WHY

# Know Your Why



# Employee Value Proposition



# Employee Value Proposition





# Employee Value Proposition



# Employee Value Proposition



# Employee Value Proposition





# Poll #2

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# EMPLOYEE ENGAGEMENT

# What is Engagement?



# Why is Engagement Important?

## Engaged employees:

- Invest in the organization's future
- Do more and go beyond expectations
- Strongly recommend the organization





# Drivers of Employee Engagement

- Strategic alignment with mission
- Trust in senior leadership
- Relationship with immediate supervisor
- Personal influence
- Clarity of expectations
- Resources and support to do the job



# Drivers of Employee Engagement

- Peer culture and interactions
- Nature of the job
- Career support
- Development opportunities
- Employee recognition and appreciation
- Pay fairness



# Impact of Lack of Engagement

Employees Who Under  
Their C

Employees Who Can Relate  
Their Work to the Goals

Employees Who Feel  
Empowered to Execute Against  
the Goals



■ Cannot Relate (80%)



■ Feel Empowered (15%)

■ Do Not Feel Empowered (85%)



# EMPLOYEE DEVELOPMENT

# Provide Development Opportunities

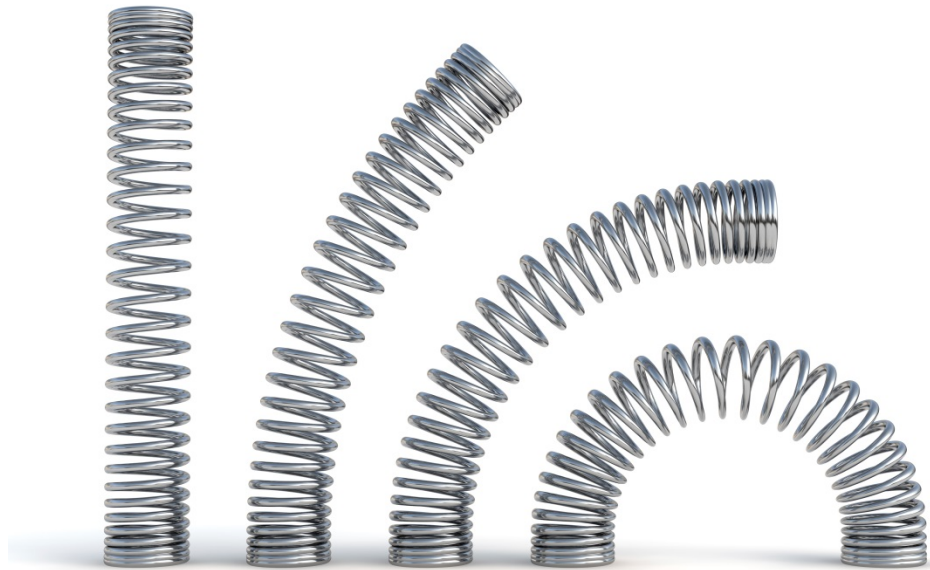


# Succession Planning



# Consider Alternative Work Models

- Work sharing
- Flexible work arrangements







# Poll #3

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# COMMUNITY ENGAGEMENT

# Engage the Community




# Engage the Community





# Engage the Community





# Poll #4

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# OTHER CONSIDERATIONS

# Importance of Good Managers







# Other Considerations

Assess your hiring process.

Review your onboarding process.

Train your managers.



# Thank you!

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## **Carrie Cox, PHR, SHRM-CP**

Senior Organizational Development Consultant

 **Carrie.Cox@aghlc.com**

 **www.linkedin.com/in/carriecoxHR**

 **@CarrieCoxHR**

 **316.291.4022**

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