

Becoming a Destination Employer: 5 Factors You Must Get Right

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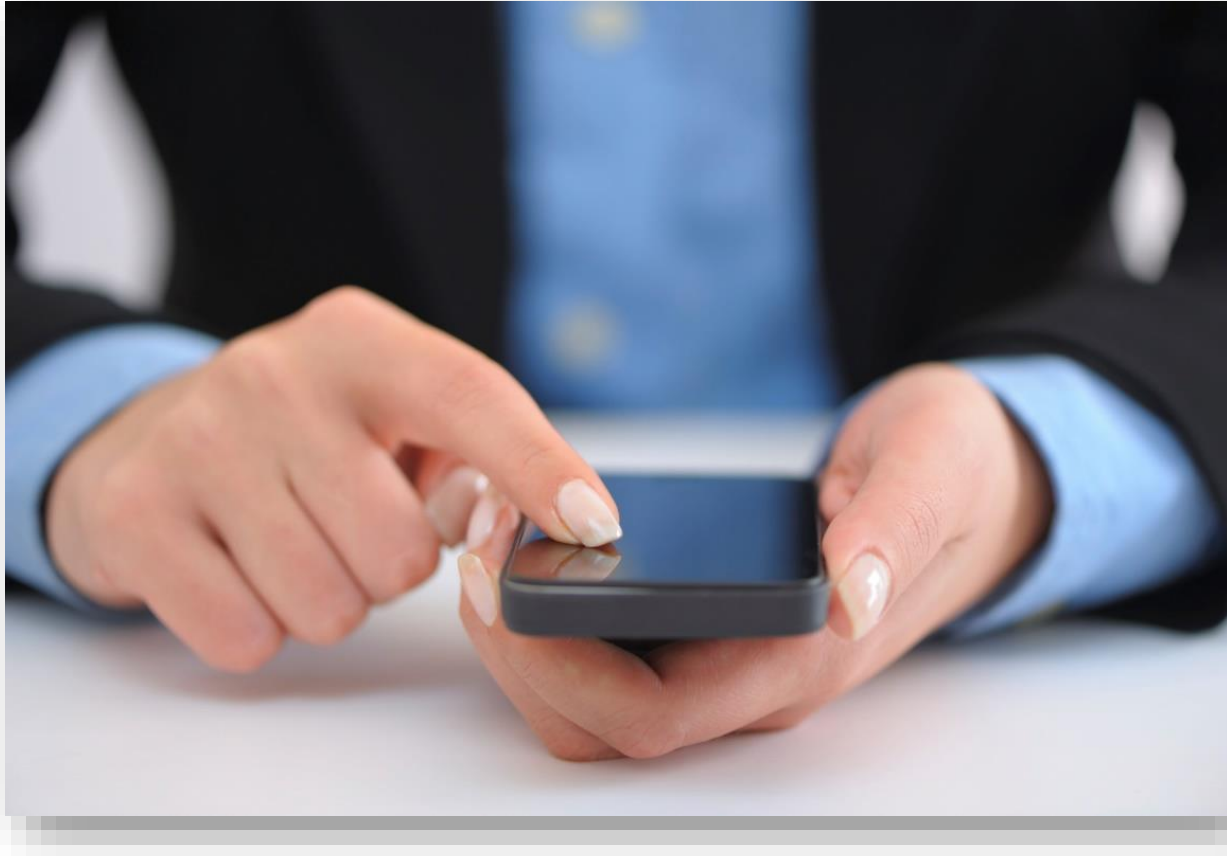
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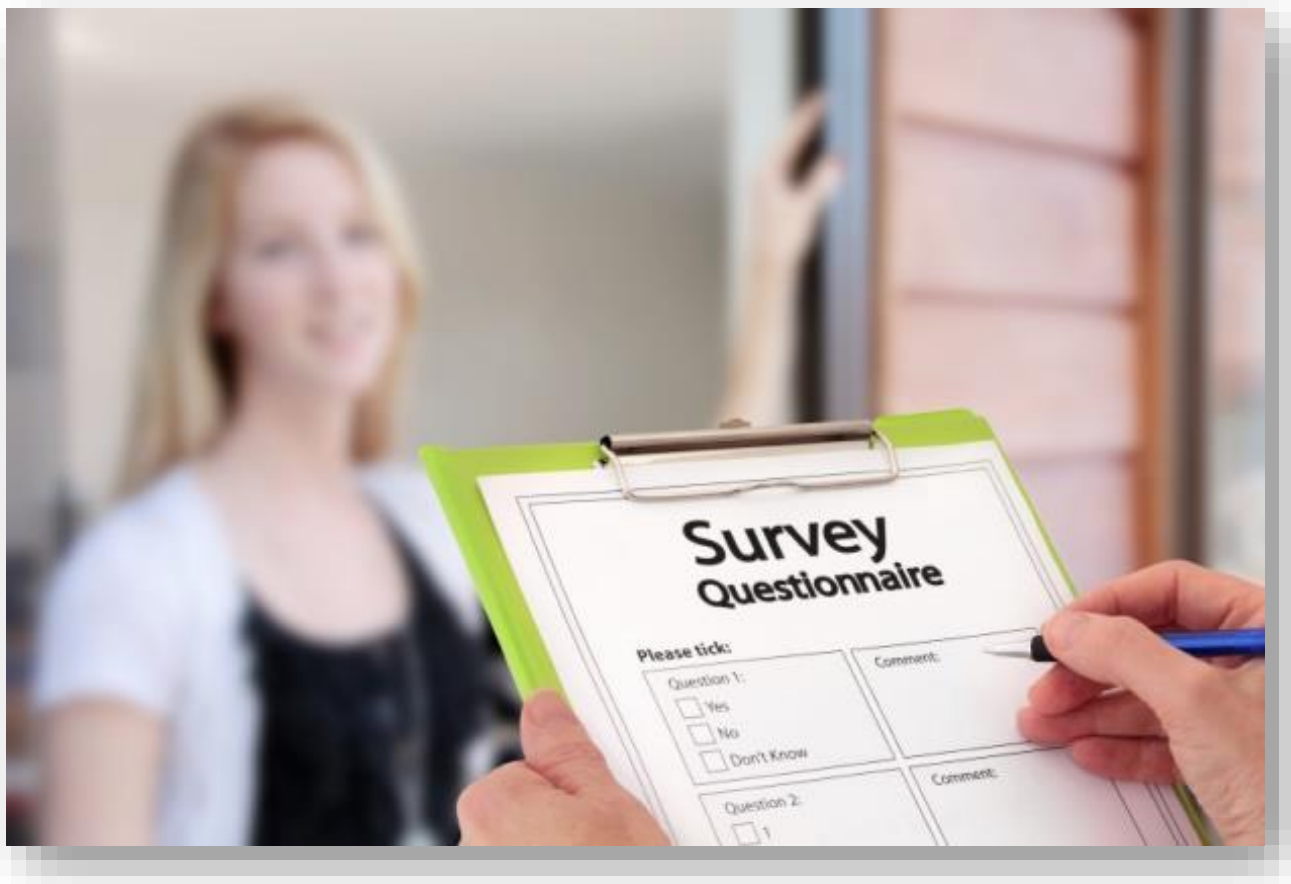
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About the Speaker



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

Learning Objectives

- Identify the factors that go into becoming a destination employer.
- Evaluate your organization's status on each of these factors.
- Understand what steps you can take to work toward becoming a more competitive employer.



FUTURE WORKFORCE

Current Picture



More than

1/3

of employers cite a lack of available applicants.

Trends Impacting Our Work

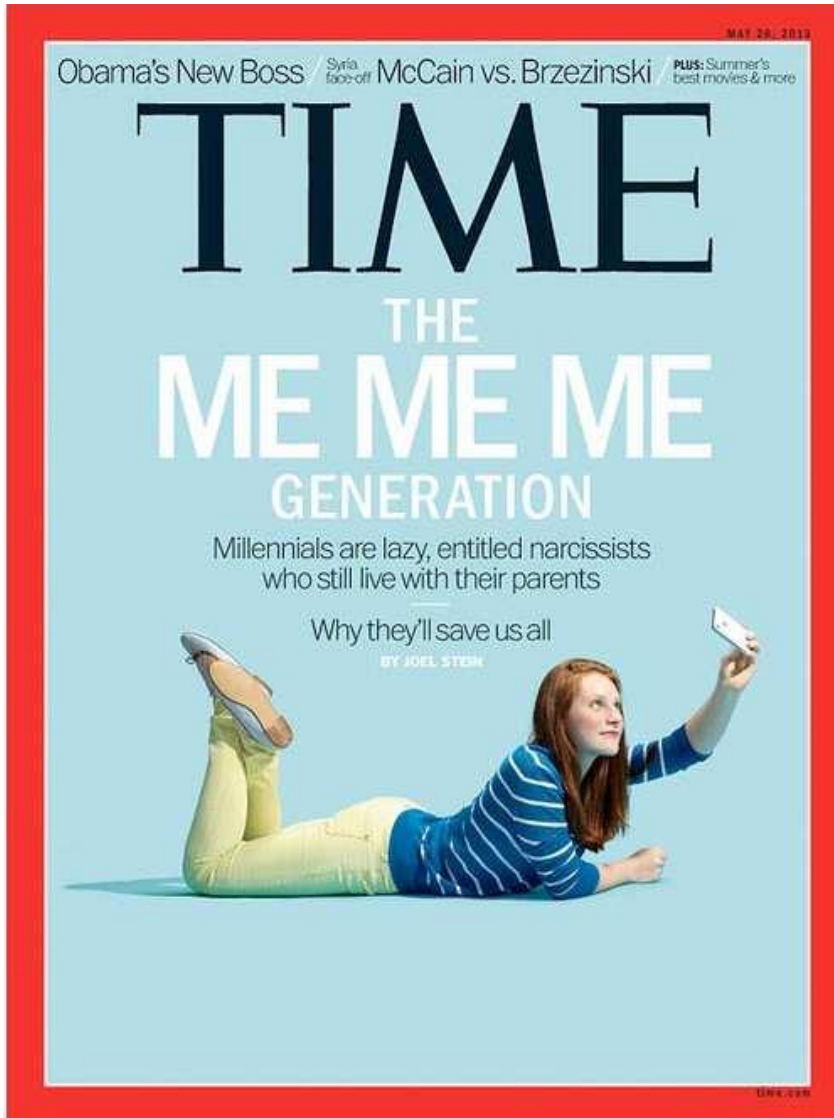
Technological Growth

Government Regulation

Globalization

Shifting Demographics

It's All About Me



Generation Z





Poll



BECOMING A DESTINATION EMPLOYER

des·ti·na·tion

/destə'nāSH(ə)n/

adjective

modifier noun: **destination**

1. being a place that people will make a special trip to visit

"a destination restaurant"

Factors

1. Clear strategy
2. Total rewards
3. Communication
4. Management
5. Culture



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So What Can We Do?

1. Know your WHY.
2. Evaluate total rewards strategy.
3. Communicate your value proposition.
4. Manage to engage current employees.
5. Create a culture of teamwork.



KNOW YOUR WHY

Know Your Why



Promote Your Why

Show people your WHY through public relations, volunteering, networking, and engaging others as an ambassador.





TOTAL REWARDS STRATEGY

Total Compensation



Pay



Health & Welfare Benefits



Retirement



Paid Time Off



Other

Pay



Health and Welfare Benefits



Retirement



Paid Time Off



Other Perks

- Professional memberships and fees
- Personal loans
- Assistance with student loan repayment
- Matching charitable contributions
- Events tickets
- Food





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COMMUNICATE YOUR VALUE PROPOSITION

Employee Value Proposition



Employee Value Proposition



Employee Value Proposition



Provide Development Opportunities



Succession Planning



Employee Value Proposition



Employee Value Proposition

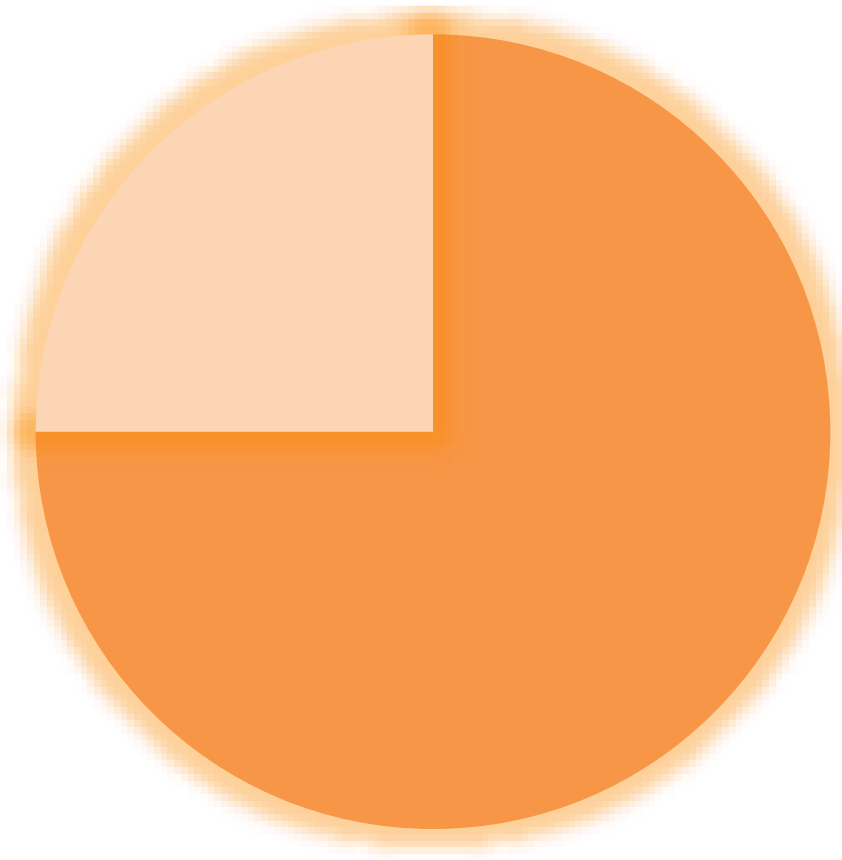


Employee Value Proposition



GOOD MANAGEMENT

Why People Change Jobs



75% of workers who voluntarily left their jobs did so because of their bosses, and not the job itself.

Why People Change Jobs



People don't quit jobs, they quit bosses.

The Best Managers



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



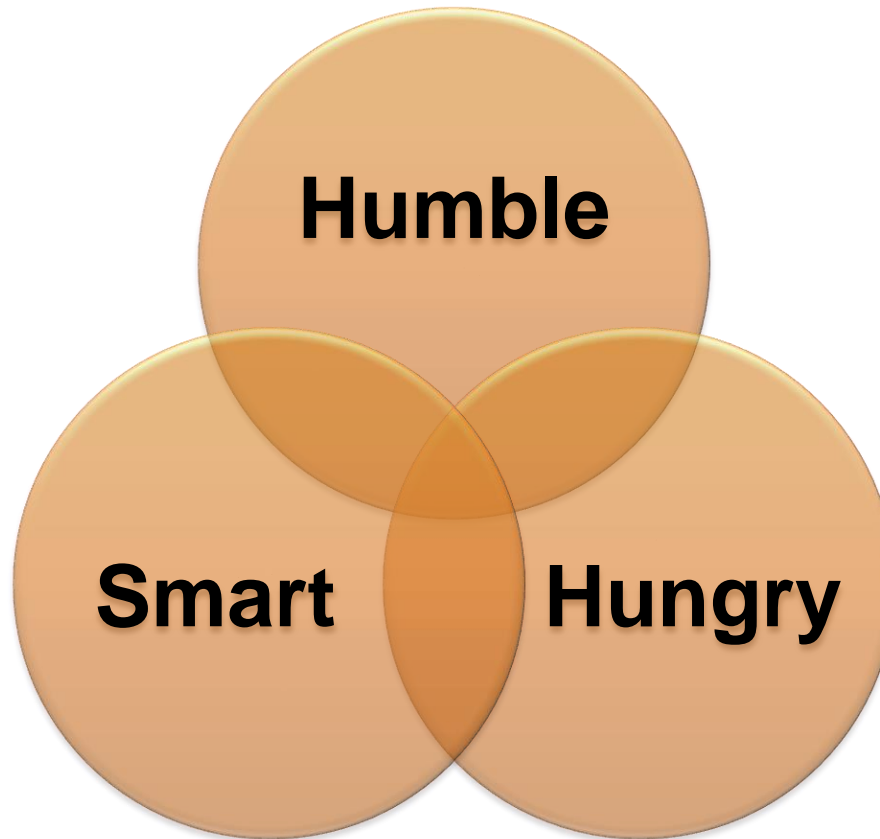


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CREATE A CULTURE OF TEAMWORK

Ideal Team Player



Source: *The Ideal Team Player*, Patrick Lencioni



HOW TO ASSESS YOUR STATUS AS A DESTINATION EMPLOYER

How to Assess Your Status

- Survey your employees.
- Assess your managers.
- Analyze EVP.
- Assess organizational structure.
- Review communication practices.
- Review hiring and onboarding practices.

Thank you!

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