

Winning the War for Talent



*Where did all the people go...
and when are they coming back?*

Background

- SME on Recruiting and Retaining Talent for Vistage (23,000 CEOs across America)
- Author: "Winning the War for Talent"
- SME on career choice and career change Pearson Publishing
- Hiring manager for Fortune 500 companies
- Career Services: Largest Technical College in Wisconsin

For the next **10 years**, the #1 challenge to American businesses will be the inability to RECRUIT, ENGAGE and RETAIN TALENT in their organization

That is NOT my opinion.....
That is a **MATHEMATICAL CERTAINTY**

The Population Math Problem

Demographic shifts have
created a battle for employees

Baby Boomers: 55- 75 years old

75.4 million

Generation X: 38-54 years old

65.9 million

Millennials: 21- 37 years old

76.8 million

Labor participation rates:

Historic: 68%

Today: 63%

Worksheet:

What is the cost of an open position in your organization?

Cost in :

Profit

Overtime

Errors

Missed orders

Employee Burnout

Remember in Hiring:

If you NEED it BAD....

You'll **GET** it BAD

Three Concepts to Discuss

External
Recruiting

Sell your job opportunity like you sell your product or service



Internal
Recruiting

Are your current employees recruiting for you?



Engage

Create Subject Matter Experts for Growth

Concept 1: External Recruiting

Are people **UNWILLING** or **UNABLE** to come to work for YOU?

"Hunters of Talent"

The 3 Reasons People DON'T Come To Work For You...

70%

20%

10%

Create a Persona to Recruit Employees- Ask Your Current Employees

- Education/Experience
- Personality type
- Job they are likely currently in
- Length of time in Current position
- FLUX that makes them open to change
- Current family/life situation
- How your job opportunity solves their want/need for change/growth

Selling your opportunities

Questions	Your Main Product/Service	Employment Opportunity
Who are you selling to? What is their situation?		
What problem does it solve?		
What causes that problem to occur?		
How does their life get easier or better?		
What emotion does using your product produce?		

Change the way that People View your Industry/Organization

**1. Identify Common
Misconceptions**

**2. Create Advertising that Drives
Questions**

For entry level or technician positions-No Experience Preferred

- You are more likely searching for underemployed people-
Not unemployed people
- What job do people have immediately before coming to your organization? (ask your employees)
- What is the life event that makes them open to changing jobs (or necessitates it?)

Concept 2: Internal Recruiting for Entry Level Employees

UNWILLING or **UNABLE**

(again...)

Replace Money Incentives with Paid Time OFF for Referrals

- Emotional risk vs. financial incentive
- IMMEDIATE gratification
- Trade “travel cash” for sharing vacation pictures
- Use pictures in promotions

Retain Your Great Salaried Employees with Vacation

- It's costs 35% of an employee's annual salary to lose and replace them
- Vacation is a NO COST benefit for SALARIED employees
- People will NOT leave for more money if they have to take LESS Vacation...

Concept 3: Development

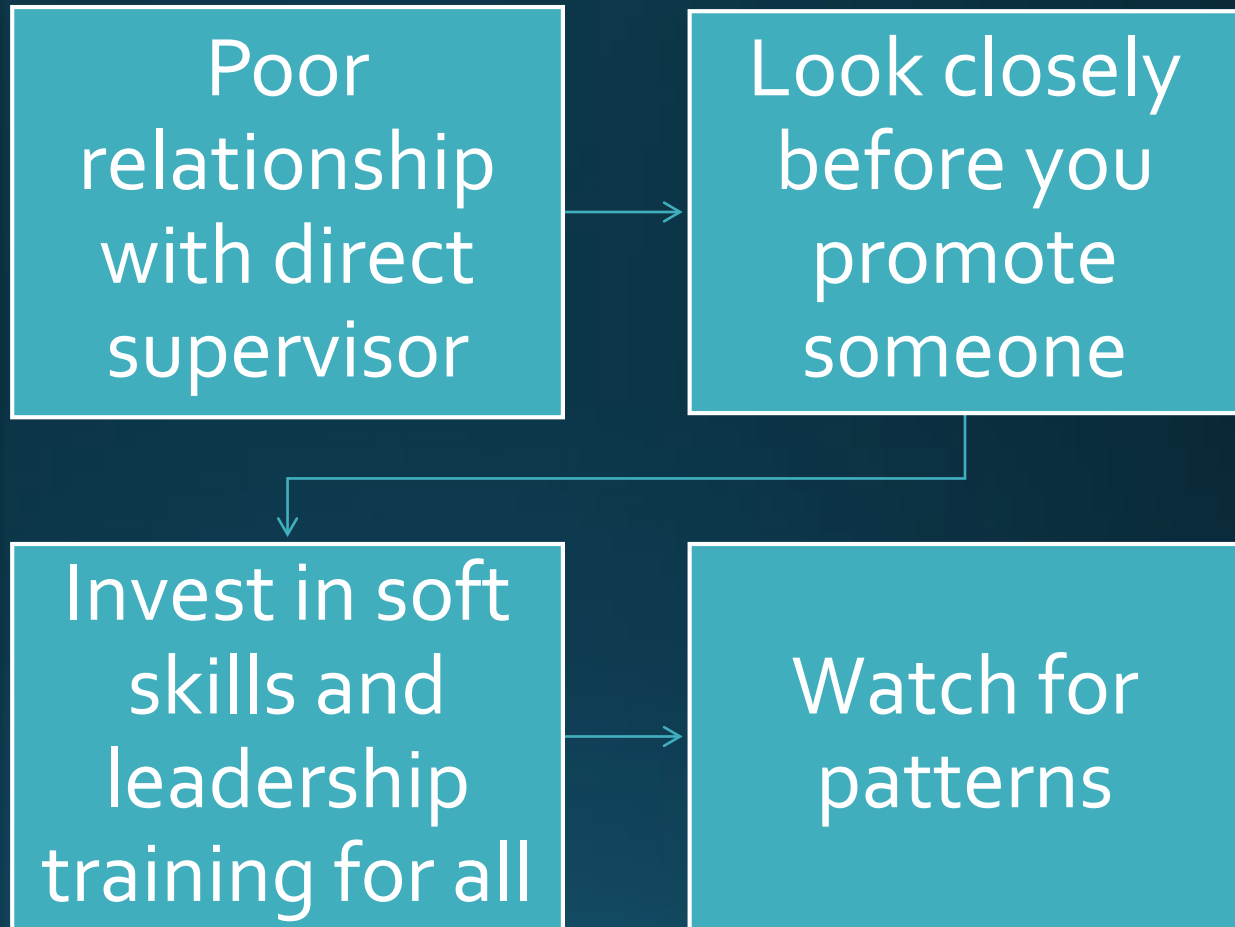
UNWILLING or **UNABLE**
(last time...)

Engagement

People leave because they don't see a path for themselves in your company

When people stop Learning...They Start Leaving...

The #1 Reason People Leave



4 Signs that an Employee might be on their way Out the Door

- 1. Short notice time off requests in the middle of the work week
- 2. They stop disagreeing with or challenging you
- 3. They turn down new assignments or developmental opportunities
- 4. They begin excusing themselves from informal social gatherings

Don't Answer WHAT...Answer WHY



Year 1 - Become comfortable with JOB



Year 2- Become comfortable with COMPANY



Year 3- Start looking for growth or change



Employees grow by understanding



Team building and leadership to develop

Create Subject Matter Experts (SMEs)

Common Topics for SMEs in Organizations

1. Analytical Problem Solving
2. Active Listening
3. Group Facilitation
4. Technical Expertise

Questions?

Chris Czarnik

CEO- Career (RE)Search Group

cczarnik@careerresearchgroup.com

(920) 540-7263