

Winning the War for Talent



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

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

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%

Are people
UNWILLING or
UNABLE
to come to work for your
organization?

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?

“Companies need to become
Hunters of Talent”

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

70%

20%

10%

4 Words Define 4 Generations

- *Security*: Baby Boomers (55+)
- *Significance*: Generation X (38-54)
- *Freedom*: Millennials (21-38)
- *Purpose*: Generation Z (< 21)

Create a Persona to Recruit – LinkedIn Is Your Guide

- 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?		

Attract Employees Based on Better Lifestyle

- Promote the positive effect on Significant Others
- Lifestyle trumps compensation
- Professional growth, commute, flexibility, leadership, technical growth

Change the way that People View your Industry/Organization

**1. Identify Common
Misconceptions**

**2. Create Advertising that Drives
Questions**

Create a Tagline for your Advertising

3-5 words

Contains an Oxymoron

Generates Questions

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
- Must give IMMEDIATE gratification
- Trade “travel cash” for sharing vacation pictures
- Utilize vacation pictures to promote

Paid Time off is Very Motivating

- Vacation is a NO COST benefit for SALARIED employees
- People will NOT leave for less...
- Vacation creates permanence because...

Concept 3: Development

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

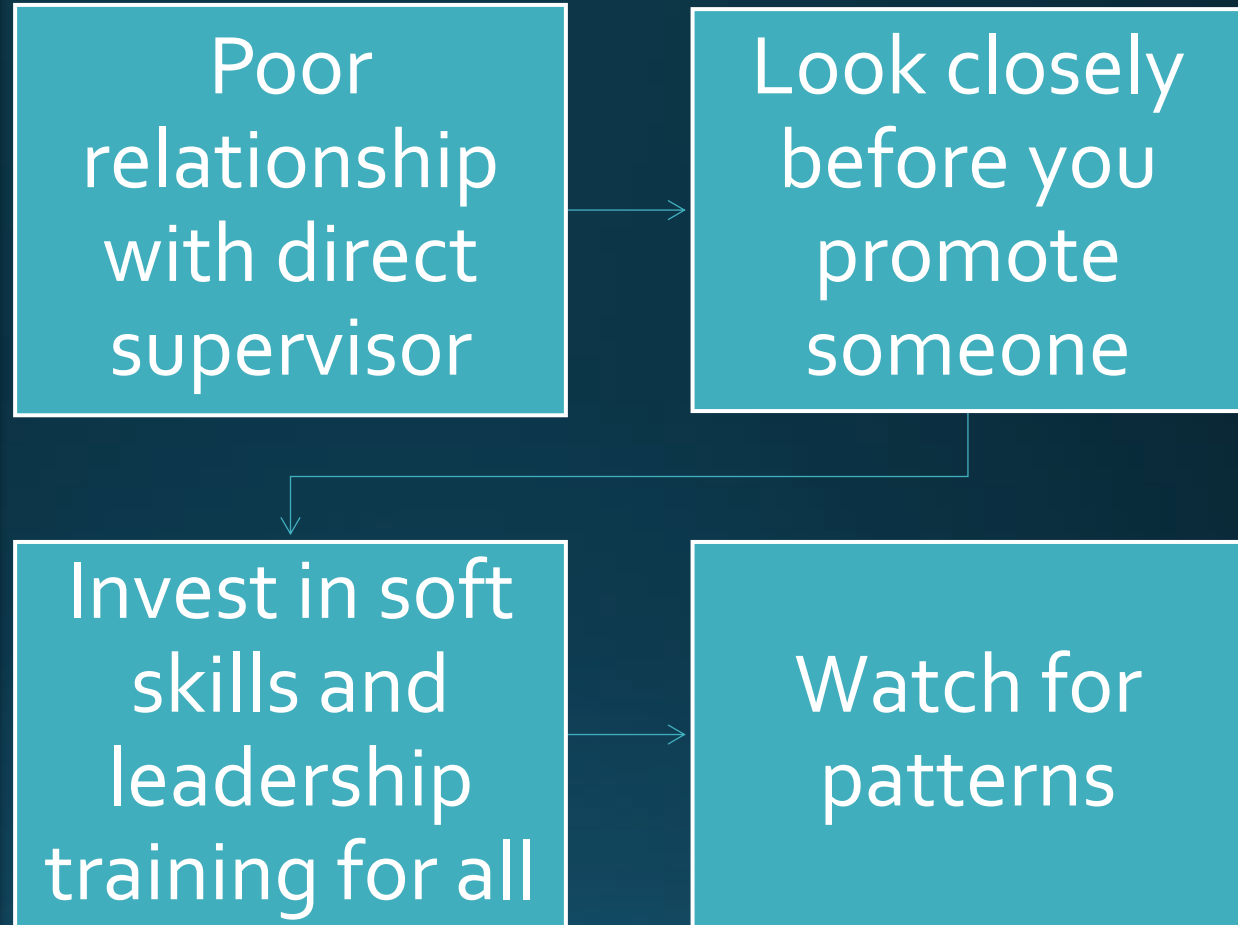
The #1 Reason People Leave

Poor relationship with direct supervisor

Look closely before you promote someone

Invest in soft skills and leadership training for all

Watch for patterns



The #2 Reason people leave: Lack of Engagement

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

When people stop growing...They Start Leaving...

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. Win/Win bargaining
3. Active Listening
4. Group Facilitation
5. Areas of Essential Technical Expertise

Background

- Creator: “Human Search Engine” process for career change Adopted by colleges and U.S Congress
- Author: “Winning the War for Talent”
- SME, Pearson Publishing: Career Choice and Job Search
- Hiring manager for Fortune 500 companies
- Career Services: Largest Technical College in Wisconsin