

America's Newspapers

How to build a Talent Acquisition Program to Attract Employees Today and Tomorrow



Presented by:

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A person wearing a red, white, and blue checkered shirt is holding a large white rectangular sign. The sign contains the word 'AGENDA' in large black letters and a bulleted list of four items in purple text. The person's hands are visible on the left and right sides of the sign, and their torso is visible at the top.

AGENDA

- Recap on what staff could look like tomorrow
- Creating a 'new culture' with inexpensive perks
- Attracting new employees (retaining, too!) through marketing
- Identifying and building relationships with top talent

Will we ever go back to working in an office?

- Twitter announces work at home indefinitely, along with other key tech firms (5/13/20)
- 4.3 million people in the USA work from home at least half the time, now closer to 55Mil
- The number of people who work from home has increased by 140% since 2005
- 16% of companies exclusively hire remote workers.
- By 2028, 73% of all departments will have remote workers

“ Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021.

— Kate Lister, President of Global Workplace Analytics

Stats Oct 2020, prior to Covid 19 Global Workplace Analytics; Upwork



There is some good news...

There are many benefits from working from home:

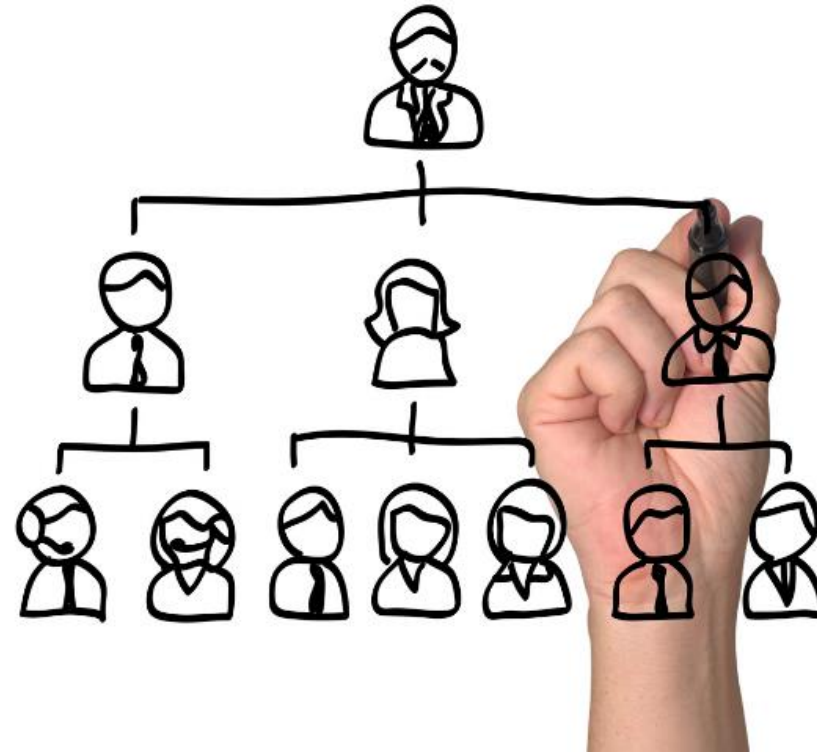
- Cost effective
- People can work from anywhere
- Easy to share examples, training, materials
- Sharing of information
- Increased productivity and efficiency
- Training can be recorded and reused
- Can create good competition between team members
- Strong monitoring tools
- More flexibility is what younger generations want
- Help with recruiting when needed

It's time for management to:

- ✓ **Re-think** what job duties and roles can be done remotely
- ✓ Grasp that tenure is changing
- ✓ **Review** culture
- ✓ Update policies
- ✓ Build an online community for company:
 - Newsletter/Blog
 - Handbook/Policies
 - Training
 - Onboarding Tools
 - Support
 - Social Media
 - Fun
- ✓ Change up job postings, website, social media = *Reputation*



**Its time to:
Rethink
Retool
Respond
Rebound**



State of Job Seekers today -

- 48% are open to new roles
- Top factors when looking for a new job:
 - Career Growth: 56%
 - Compensation: 54%
 - Healthcare/retirement benefits: 49%
 - Flexible work/telecommute ability: 33%
- Online job boards are most popular way to reach (69%) but high growth in other areas:
 - Friends – 45%
 - Social media – 42%*
 - Professional connections – 31%
- 65% of job seekers say remote work is very or somewhat important in their decision to accept a job.
- 18% of job seekers apply from a mobile device = mobile friendly application
- 60% utilize free resume databases like **Glassdoor** and Indeed



Our new normal may result in more part-time or flexible workers

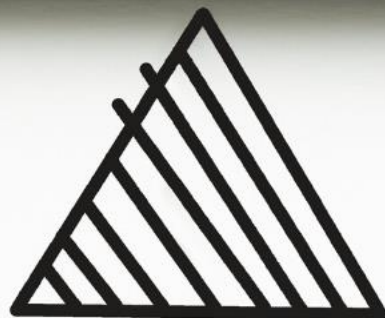
- Job shares
 - Not just for 2 mom's
 - Veteran staff with a newbie
 - 2 minds for price of one
- Ability to attract a new group of prospects with higher experience
- Younger generations love
- Can gain needed skills with a limited budget
- Improve diversity in your workplace
- Can help business be more agile in peak times
- Support overstretched workers



**According to Bill Gates and
Harvard University the key to
success is offering flexible time!**

Work

Life





Why Consider Team Selling....

- With high turnover expected, relationship is safer
- 2+ people = more expertise
- 2 ears can be better than 1
- Lead person can focus more on sales and not worry about support issues
- Allows company to better utilize individual skills
- Brainstorming offers more ideas
- Improves client satisfaction
- Allows higher penetration of accounts
- Allows new hires to more quickly ramp-up and find their sweet spot
- Recruitment

Today, it's all about the “Candidate experience”

Research:

- Informative & updated website
- Up-to-date social media profiles
- Updated policies
- Transparency
- Clear expectations
- Positive reputation
- Happy employees
- Community support



Process:

- Ease of applying – short & sweet – online & mobile
- Quick response, fast action
- Game plan for hiring & growth
- Multiple interviews
- Moving forward
- Onboarding
- Welcoming
- Delivering
- Method of communication

Culture/Engagement Perks:

What are things you are doing to stand out?



- Detailed action plan for growth
- Flexibility
- Vehicle to share company & industry news
- Group team building events/birthdays
- Fair compensation
- Intelligent & respected leaders they trust
- Allowing & encouraging creativity
- Employee feedback surveys & action steps that get completed!
- Transparency with open communication
- Mentoring & individual coaching
- Caring atmosphere
- Ability to be part of decision-making process
- Challenging and rewarding work
- Employee Appreciation Day
- Individual recognition
- Support of community/charities
- Knowing that the company *has their back*
- Ability to fit in

57% of job candidates report benefits & perks are among top considerations before accepting jobs

Glassdoor

Things you can do to create a community

Sponsor competitions – who has the most calls logged, who brings in the highest amount of new orders, who has referred the most qualified prospects for open positions, who has the most ‘creative’ idea for a client, who has cracked a new category of business, etc. This could spill over to online game tournaments, words with friends, etc.

Set up a group lunch – have food delivered and all join for a virtual lunch meeting.

Take field trips – virtually visit your local museums or points of interest. Pick different industries to research. Visit your offices in different cities.

Host a movie night – send all the link to watch a movie that can be discussed in a group meeting.

Send ‘care’ packages from corporate – more hand sanitizer, fun soaps, magazines or books, Amazon gift cards, etc. Show you care and invest in products that are hard to find. Pay attention to individual needs and wants.

Encourage fun virtual events – HH, baking contests, cutest photo’s, Bingo, trivia, name that tune, etc.



Little Things That Go a Long Way

Set up a contingency plan in case one of your employees comes down with a virus or other personal challenge. Who will cover for them? What can you do to help them through this tough time?

Supply them with scripts and ideas on how to deal with businesses who are hurting during a crisis.

Offer financial aid to help them through difficult times – cash, gift cards for gas, groceries or other basic needs.

Be aware of childcare issues and offer ideas to help navigate the new work model.

Over communicate, have updated policies & protocols in place, keep C-Suite involved.

Most importantly, let them know that their health and safety is your goal, calm their fears and help create solutions for each one.



You have a plan to market and bring in readers/digital viewers...

You need to have a plan to continually market to the community, industry AND your employees to remind them why your industry, company and your management are good places to work:

- Share articles to show the strength of your products
- Have facts about the future of your industry
- Brag about awards & accomplishments
- Make a big deal on how you help the community
- Talk up the fun stuff
- Acknowledge good work
- Value employees
- Deliver what you promise

Companies with strong employment brands, pay 10% less to employees

Harvard Business Review 3/19



**SHARE ON YOUR WEBSITE
AND SOCIAL MEDIA!**



Better Understanding How to Market to Attract Your Ideal Candidates

- Think of promoting your company and not just your jobs = Branding
- Adjust your messages so they are fresh
- Wherever your company is involved, be sure to discuss why people like working for you
- Practice your pitch whenever anyone impresses you
- Brag about what you do for the community/clients/employees
- Employee surveys
- Employer of Choice
- Social media
- Glassdoor
- Website



Use Social Media to Promote Your Culture

 **Leighton Broadcasting**
756 followers
3w • 

[+ Follow](#) [...](#)

Our new VP of Sales and Marketing, Stephanie Theisen, plans to amplify the impact Leighton Broadcasting has in the communities we serve. How has she impacted your life while working with our company? <https://hubs.ly/H0nZr090> by ...see more



New VP of Sales and Marketing at Leighton Broadcasting
kdlnradio.com • 1 min read





RECRUITMENT

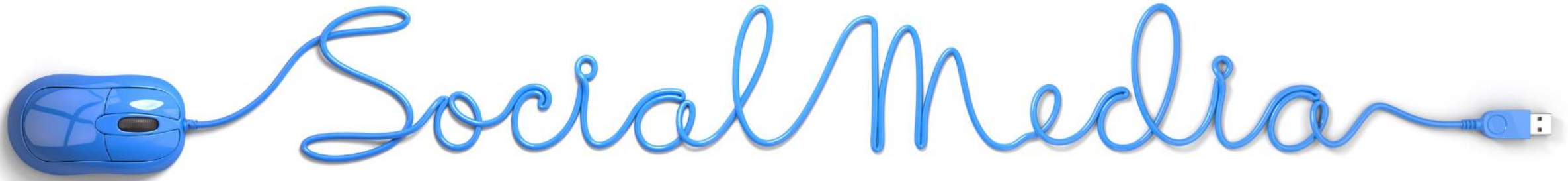
Creating a Profile To Retain:

Position Description: Business Development

- Brief description of company, market, industry
- Summary of position
- Direct report for research
- Growth potential
- Onboarding/Training
- Specific Expectations
- Position Requirement
- Benefits/perks
- Contact
- EOE

**Sell them on what YOU
can do for their career!**

For examples, visit our website under
I WANT TO HIRE
www.mediastaffingnetwork.com

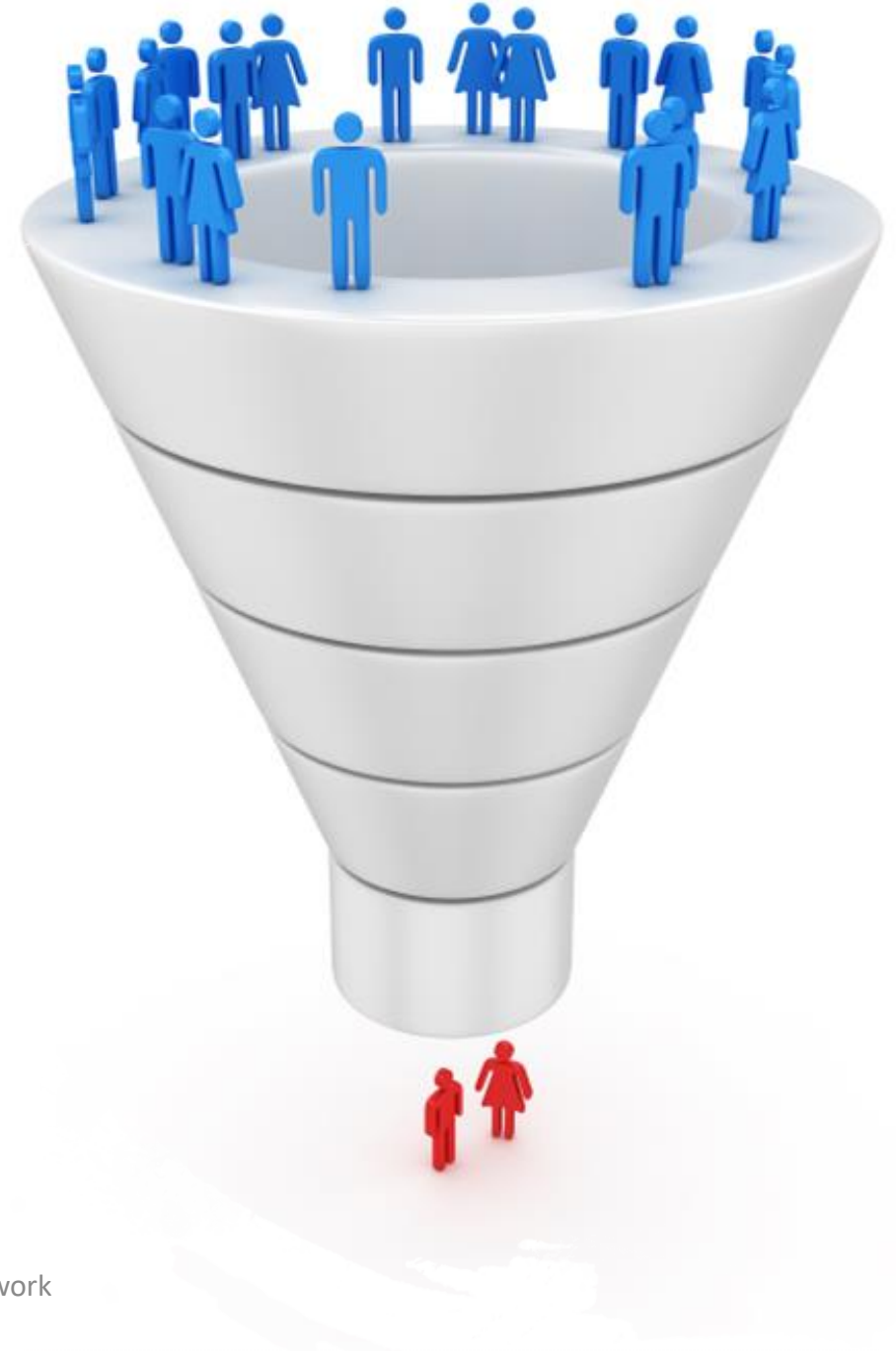


Create an Enticing Social Post to Attract:

- ✓ Our employees enjoy a flexible schedule, strong support, hands-on training and an opportunity for growth. Recently we invested in online training and upgraded all employees' computer programs. We made sure that while working at home, they had all the support and tools they needed to succeed. We even hosted companywide socials via Zoom to keep all connected.
- ✓ Work in an exciting, ever changing, fast-paced industry for a respected leadership team. Competitive compensation, benefits with a caring family like culture. If you are a creative thinker, like to help the community and enjoy meeting and working with local businesses, we should talk. Marketing background is a plus. Contact joe@thebeacon.com for an informational discussion.

Familiar with the model of the ‘sales funnel’?

- *The same goes for recruiting!*
 - CAN NOT wait for candidates to come to us
 - MUST be more aggressive
 - Need to build the widest net to capture the few we want to hire
 - Establish the company as “the place to work”
 - Keep potential hires engaged until the time is right!
 - Look at the whole package vs. just an assessment score
 - Learn how to work **passive** candidates
- *Jobvite



Last Name									
A	B	C	D	E	F	G	H	I	
Last Name	First Name	Location	Current Title	Employer	Email	Email - Y/N	Phone	Date Contacted	
Doe	John	Scottsdale	Seller	Phoenix Magazine	doej@phoenixmag.com	Yes	480-222-2345	5/5/18	J
Bronwen	Fletcher	Sierra Vista	Public Relations, Customer Service and Sales Manager	Today's Look Salon & Day Spa			(520) 458-2950		
Leslie	Ramage	Sierra Vista	Sales & Marketing	Castle & Cooke Arizona, Inc.			(520) 378-5110		
Melanie	Sagia	Sierra Vista	Advertising Representative	Sierra Vista Herald	melanie.sagia@myheraldreview.com		(520) 458-9440		
Katja	Hanson	Sierra Vista	Multi-Media Marketing Consultant	The Sierra Vista Herald	hanson.katja@myheraldreview.com		(520) 458-9440		
Pahm	Lettrich	Sierra Vista	Sales Representative	Salt River Aviation LLC			(480) 558-1455		
Miera	Mathew	Sierra Vista	GSM	Lawley Kia and Ford	mathew.miera@lawleycars.com		(888) 874-9117		
Gaylor	Nikki	Sierra Vista	Office Manager	Lawley Kia and Ford	Nikki.gaylor@lawleycars.com		(888) 874-9117		
Alison	Beach	Sierra Vista	Sales Consultant	Lawley Kia and Ford	alison.beach@lawleycars.com		(888) 874-9117		
Jaward	Boyd	Sierra Vista	Route Sales Representative	Schwan's					
Sherion	Klepper	Sierra Vista	Marketing Consultant Karatbars	Karatbars International					

- Can be done in an Excel, Google Sheet or Dropbox
- Cast a wide net
- Needs ongoing attention
- Date & initial inputs and updates
- Include 'sortable' fields
- Must have current contact info
- Think out of the box
- Share with those involved
- Ask everyone for names

Work it!

- Don't expect immediate results
- Put on calendar
- Follow them on social media
- Include in appropriate events



Step one in online networking is to have a strong LinkedIn presence & lots of contacts.

The screenshot shows a LinkedIn profile for Laurie Kahn. The banner at the top features the Media Staffing Network logo, which includes a circular emblem with '25' and 'TWENTY-FIVE YEARS OF SOURCING • CONNECTING • TRAINING', and the text 'media Staffing network' and 'EVOLVING AND EXCELLING SINCE 1993'. Below the banner is a circular profile picture of Laurie Kahn. To the right of the picture are buttons for 'Add profile section', 'More...', and an edit icon. Below the picture, the name 'Laurie Kahn' is displayed, followed by her job titles: 'Recruitment | Recruiter & Consultant | Talent Acquisition Architect | Training | Certified Woman Owned Business'. To the right of this text are logos for 'Media Staffing Network' and 'Stephens College'. Below the job titles, it says 'Phoenix, Arizona Area · 500+ connections · Contact info'. A green arrow points from the left towards the job titles. Another green arrow points upwards towards the 'About' section. The 'About' section is titled 'About' and contains the text: 'I am one of the lucky ones who love what they do! Recruiting is about finding good candidates. I build trusted relationships with both my clients and the talent that I find for them; and have been fortunate to do that since founding Media Staffing Network in 1993. ... see more'. An edit icon is visible to the right of the 'About' title. At the bottom of the page, it says 'Property of Media Staffing Network'.

Laurie Kahn
Recruitment | Recruiter & Consultant | Talent Acquisition Architect | Training | Certified Woman Owned Business
Phoenix, Arizona Area · 500+ connections · Contact info

Media Staffing Network
Stephens College

About

I am one of the lucky ones who love what they do! Recruiting is about finding good candidates. I build trusted relationships with both my clients and the talent that I find for them; and have been fortunate to do that since founding Media Staffing Network in 1993.
... see more

Property of Media Staffing Network

Working the Pipeline

Cold call

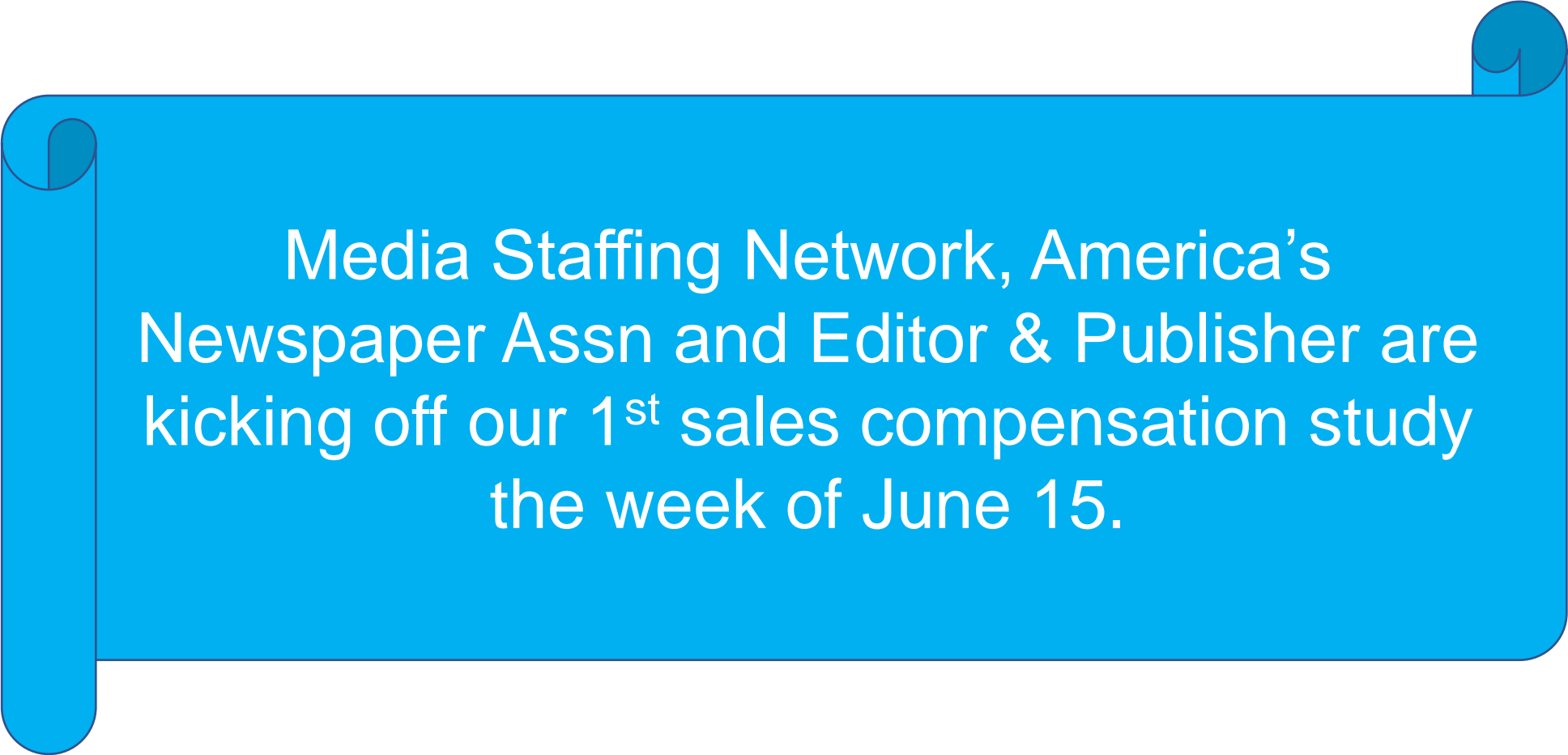
- Ask if good time to talk
- Set time for informational call
- Probe what they like about their job/career goals
- Look for selling points
- Ask for referrals
- Thank them for their time
- Be patient/No Giving Up

Maintaining the list

- Keep updated lists
- Include notes
- Next steps
- Prioritize for sorting
- Move 'potential' candidates
- ~~CROSS-OUT~~ vs. delete
- Have a set time on calendar
- Add accountability

Share the Love

- Keep them engaged
- Follow up regularly
- Invite them to appropriate events
- Congratulate them on accomplishments/life changes
- Continue closing

A large blue rectangular graphic with rounded corners, featuring a scroll-like design on the left side with a vertical bar and a circular end. The text is centered within the blue area.

Media Staffing Network, America's
Newspaper Assn and Editor & Publisher are
kicking off our 1st sales compensation study
the week of June 15.

?

It's a good time to rethink, retool, respond and be ready for the rebound!

- Embrace what the workplace could resemble
- Modernize company policies
- Use people to their best strengths
- Evaluate culture & why people like it there = Promote it!
- More detailed job profiles
- Attention grabbing job postings
- Include your team on your career page
- Target who in your community you want to hire now and, in the future!

QUESTIONS

Media Staffing Network offers a variety of solutions ranging from posting a job, rewriting a job profile, creating recruitment marketing campaigns, all the way up to handling all aspects of a search for a new hire.

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