"FILLING THE PIPELINE"

RECRUITING AND RETENTION TODAY AND INTO THE FUTURE

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MILLENNIALS UNDERSTAND YOUR MARKET

"DO YOU KNOW WHERE YOU ARE GOING AND DO YOU HAVE A PLAN IN PLACETO HELP **ME** GET WHERE I AM GOING?"

- ✓ Life Balance/ Flexible Benefits
- ✓ Coaching/Mentoring
- ✓ Green Initiatives
- ✓ Short terms goals and rewards (gamification)
- **✓** Innovation
- ✓ Technology
- ✓ Opportunity Road Map

MARKETING 2016 CREATE A BRAND Where?

- ✓ WEB SITE / CAREER PAGE
- ✓ FACEBOOK (OLD NEWS?)
- ✓ TWITTER / INSTAGRAM
- ✓ LINKEDIN / INDEED
- **✓ CRAIGSLIST**
- ✓ LOCAL HIGH SCHOOLS
- ✓ TECHNICAL SCHOOLS
- **✓** COLLEGES
- **✓ COMMUNITY PROGRAMS**

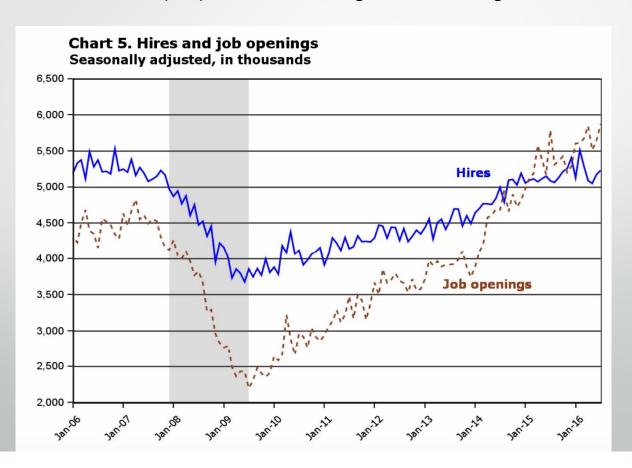
MARKETING 2016 CREATE A BRAND How?

"Why should I bring my talents to your Company?"

- ✓ POSITIVE ATMOSPHERE / REWARDING / FUN (Peer testimonials)
- ✓ BE CREATIVE VISUALLY APPEALING
- ✓ CLEAR AND CONCISE
- ✓ PROMOTEYOUR OPPORTUNITIES
- ✓ CORE VALUES
- ✓ MISSION/VISION
- ✓ INNOVATION/TECHNOLOGY
- ✓ CONTRIBUTION TO THE COMMUNITY/ ENVIRONMENT

In July, there were 5,788,000 job openings in the United States, whereas only 5,084,000 people were hired that month.

What does that mean? The skill gap is alive and well in the United States, as companies are looking to hire millions of people, but are having trouble finding talent with the right skill



TRAINING AND DEVELOPMENT

"TRAIN AND DEVELOP EMPLOYEES SO THAT THEY CAN LEAVE AND WORK ANYWHERE, TREAT EMPLOYEES SO THAT THEY NEVER WANT TO LEAVE"

SIR RICHARD BRANSON

TRAINING

- ✓ PLAN FROM THE FIRST DAY OF EMPLOYMENT
- √ TRAINING BENCHMARKS / REWARDS / GROWTH
- ✓ RELEVANT (internal peer training)
- ✓ CREATIVE (interactive engaging "gamers")
- ✓ CONSISTANT
- ✓ POSITIVE (opportunity to help build your culture)

DEVELOPMENT: BUILDING YOUR FUTURE BY CAPITALIZING ON YOUR CURRENT EMPLOYEE POOL

- ✓ CAPICITY PLANNING UNDERSTANDING FUTURE NEEDS
- ✓ INDIVIDUALIZED TRAINING PROGRAMS
- ✓ EDUCATION AND CERTIFICATION OPPORTUNITIES
- √ "CAREER CONVERSATIONS" vs EVALUATIONS
- ✓ PROMOTING INTERNAL OPPORTUNITIES
- ✓ SUCCESSION PLANNING PROGRAM
- ✓ ON GOING TEAM LEADER / SUPERVISOR / MANAGEMENT TRAINING

EMPLOYEE ENGAGEMENT

- ✓ STRONG, STRUCTURED ORIENTATION PROGRAM
- ✓ ONBOARDING PROGRAM (FOCUS ON CULTURE/MISSION)
- ✓ MENTORING / COACHING PROGRAMS
- ✓ CONSISTANT "CAREER CONVERSATIONS" FEEDBACK IS ESSENTIAL
- ✓ TEAM BUILDING PROGRAMS
- ✓ COMPANY MEETINGS TRANSPARENCY SHARE INFORMATION
- ✓ COMPANY REWARD, PROFIT SHARING, BONUS PROGRAMS
- ✓ OUTINGS AND EVENTS (BOTH LARGE AND SMALL)

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