



May 9, 2023 | Membership Lunch

Recruit & Retain in the New Era of Work

Lessons from The Undercover Employee

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Industry Leader



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**Special thanks to our GOLD Lunch
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Westlake
Royal Roofing Solutions™

WELCOME! THANKS FOR JOINING US TODAY!



Cost of Culture

*Recruit & Retain in the New Era of Work
Lessons from The Undercover Employee*

Nora Burns



The Undercover Candidate™

The Undercover Employee™

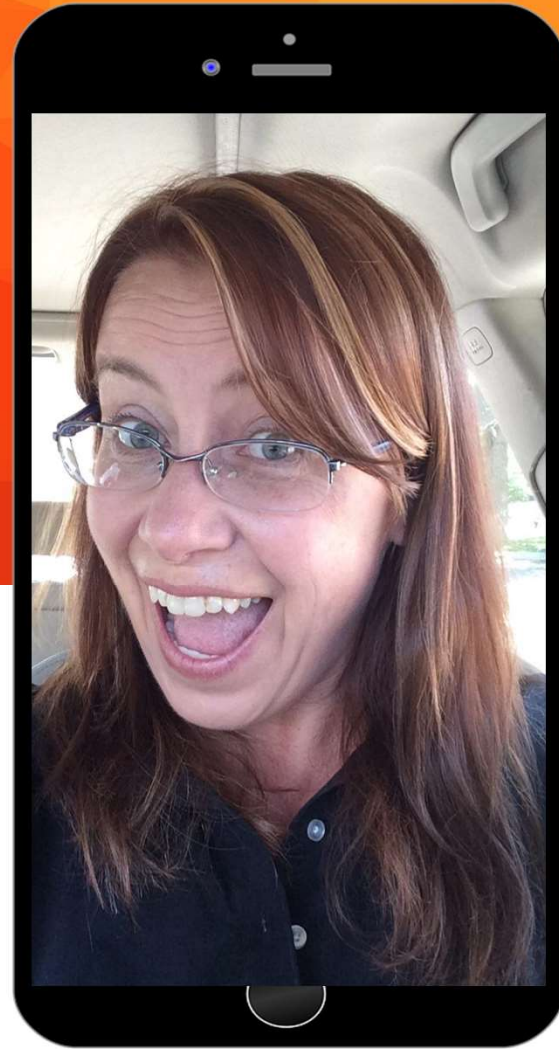






**Who Is
In The
Room?**





Employment



Relationship



Discover jobs

Company reviews

Find salaries

What roofer no experience

Date posted ▼

Within 25 miles ▼

Salary estimate ▼

Em

roofer no experience jobs in Denver, CO

Sort by: **relevance** - [date](#)

3 jobs ?



Discover jobs

Company reviews

Find salaries

What roofer



Date posted ▼

Within 25 miles ▼

Salary estimate ▼

Employment type ▼

Construction skill ▼

Education ▼

Encouraged to apply ▼

Company ▼

roofer jobs in Denver, CO

Sort by: **relevance** - [date](#)

61 jobs

Salary: \$17.00 - \$19.00 per hour

Commercial Roofing Laborer Requirements:

- 1 years of commercial roofing experience

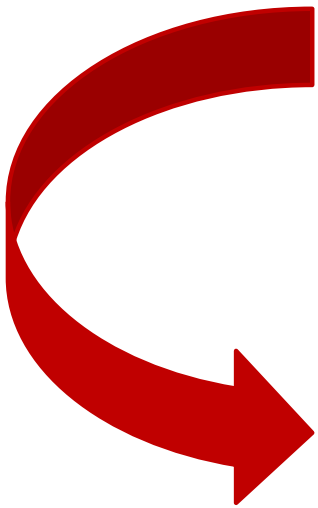
Salary: \$17.00 - \$19.00 per hour

Commercial Roofing Laborer Requirements:

- 1 years of commercial roofing experience

Experience:

- Construction: 1 year (Preferred)
- Commercial Roofing: 1 year (Preferred)





“Bob”

How many years of Construction experience do you have?

Will you be able to reliably commute or relocate to Denver, CO for this job?

- Yes, I can make the commute
- Yes, I am planning to relocate
- Yes, but I need relocation assistance
- No

Please list 2-3 dates and time ranges that you could do an interview. (optional)

Day ▼

Time ▼

−

+ **Add More**

Add a note for the employer

What percentage of the time are you willing to travel for work?

- 0%
- 25%
- 50%
- 75%
- 100%

WHAT IS YOUR MEANS OF TRANSPORTATION TO WORK?

- Personal vehicle
- Public transportation
- Carpool

Denver, CO

\$19 - \$22 an hour - Full-time

- A competitive starting wage of \$22 per hour
- Pay raises available every 3 months, contingent on your ability to learn and demonstrate skills
- Pay increasing up to \$40/hr for the most skilled employees

May we text you to coordinate an interview, ask questions about application, etc?

What compensation range are you expecting for this position?

This info helps us match you with jobs that are a good fit.

What compensation range are you expecting for this position?

This info helps us match you with jobs that are a good fit.

Enter School Information

Type of School

High School



School/Program

.



City

Denver

State

Colorado



Start

End

Graduated?

⚡ This employer typically responds within 3 days



Field Tech (20-30)
Apprentice Electrician (30-40)
Equipment Operator
Construction Laborer (20-30)
Landscape Construction
Traffic Control (25+)
Construction Materials Testing Tech (18-24.75)
Equipment Operator (25-26)
Plumbing Apprentice (20-30)
Scaffold Building (21-28)
Apprentice Electrician (20-40)
Apprentice Electrician - Commercial (23-30)
Garage Door Technician (25-28)
Landscape Technician (20-29)
Construction Labor (19-22)
Laborer (22-25)
Medical Equipment Delivery (23-26)
Fireplace Repair
Materials Testing Technician (22)

Hiring As A Team Helps

Selection, Stats, Turnover, Workplace Culture, Onboarding,
Candidate Experience, Team Development, etc

Bias In Hiring

A/B Testing of Resumes









Employment



Relationship

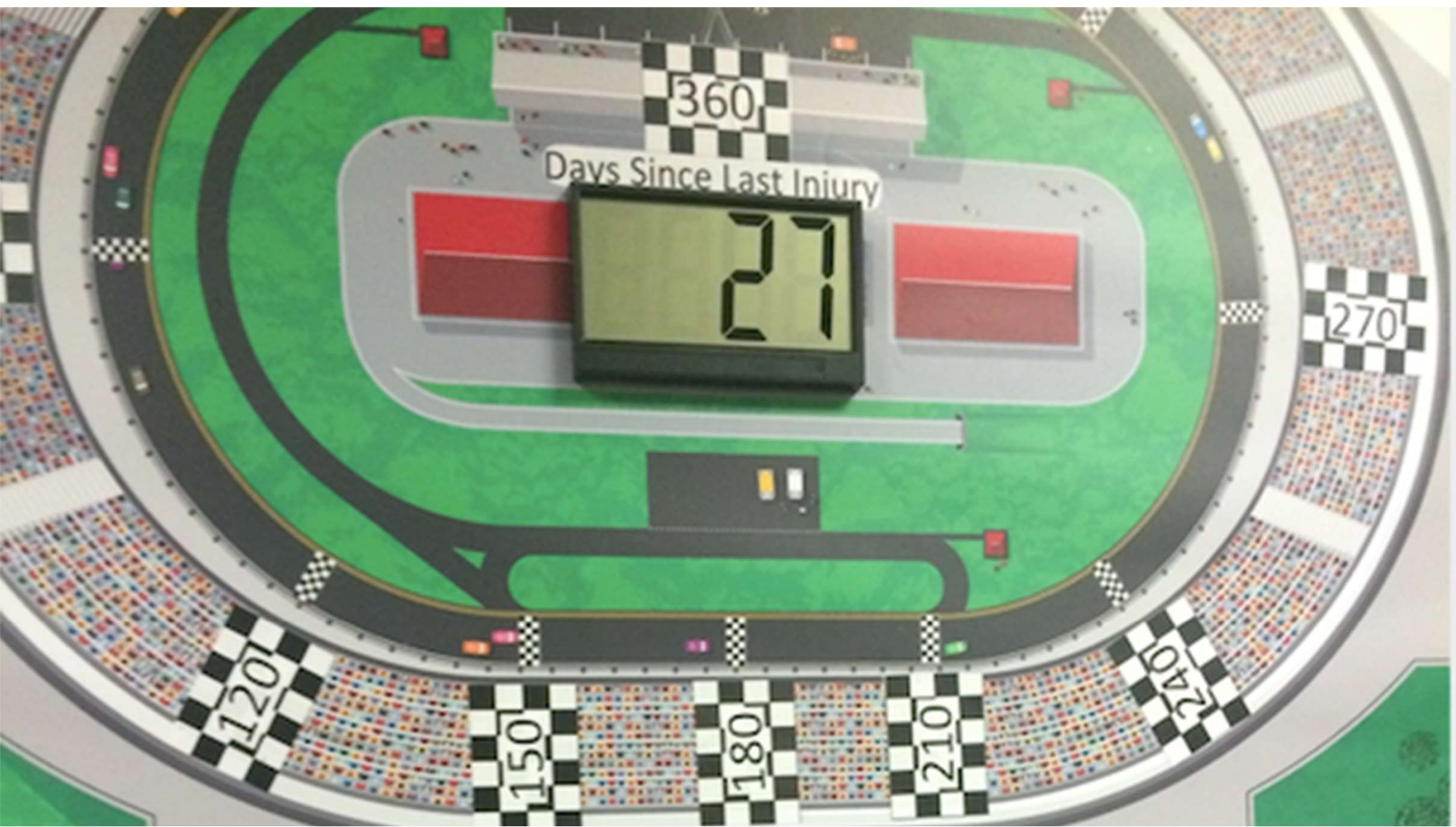
8
37
27
27
17

47A Burn
47A B 12
266 0P
662 1d

1
3
315073
15 253
Nora
Locker







360

Days Since Last Injury

27

270

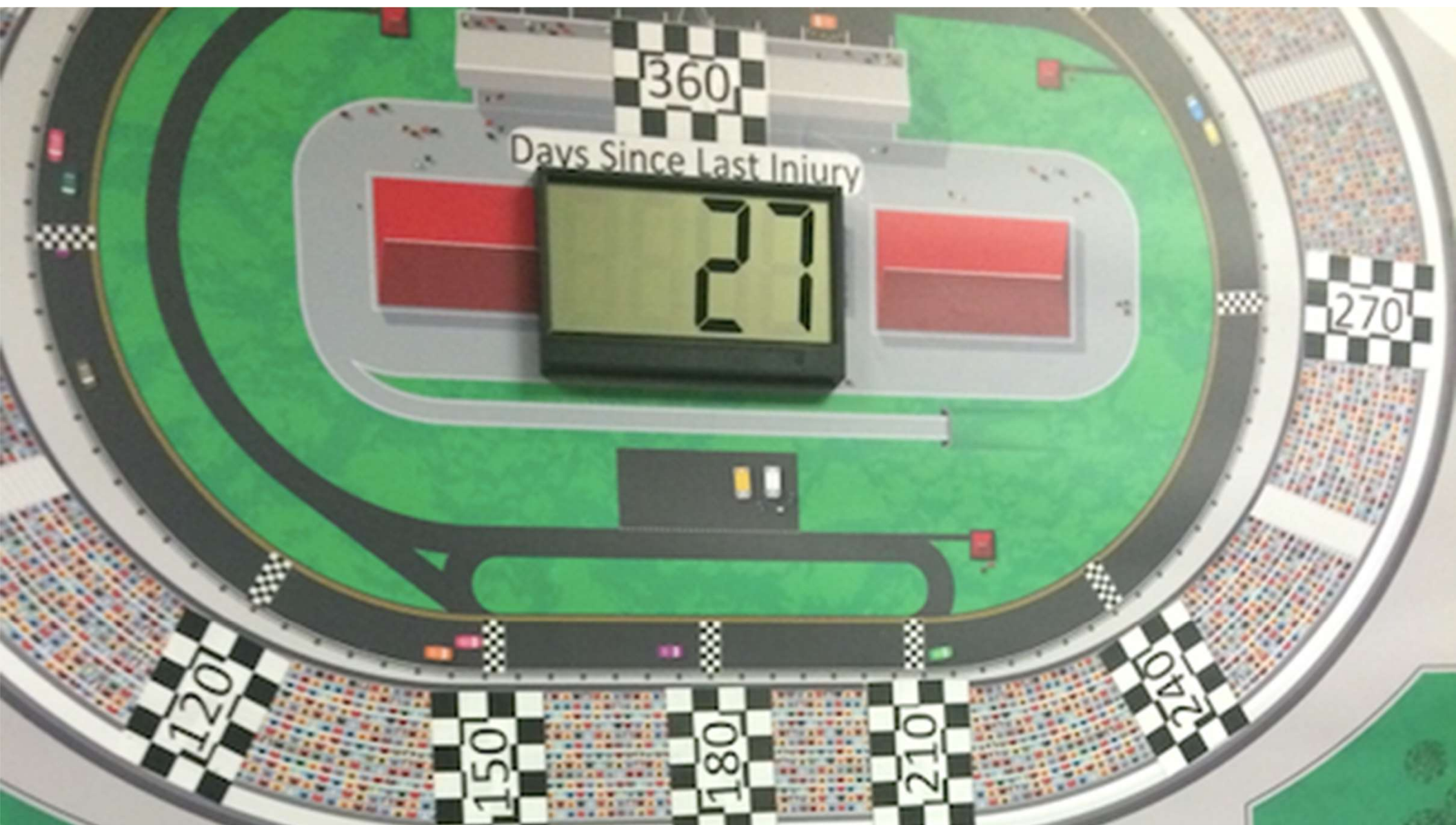
120

150

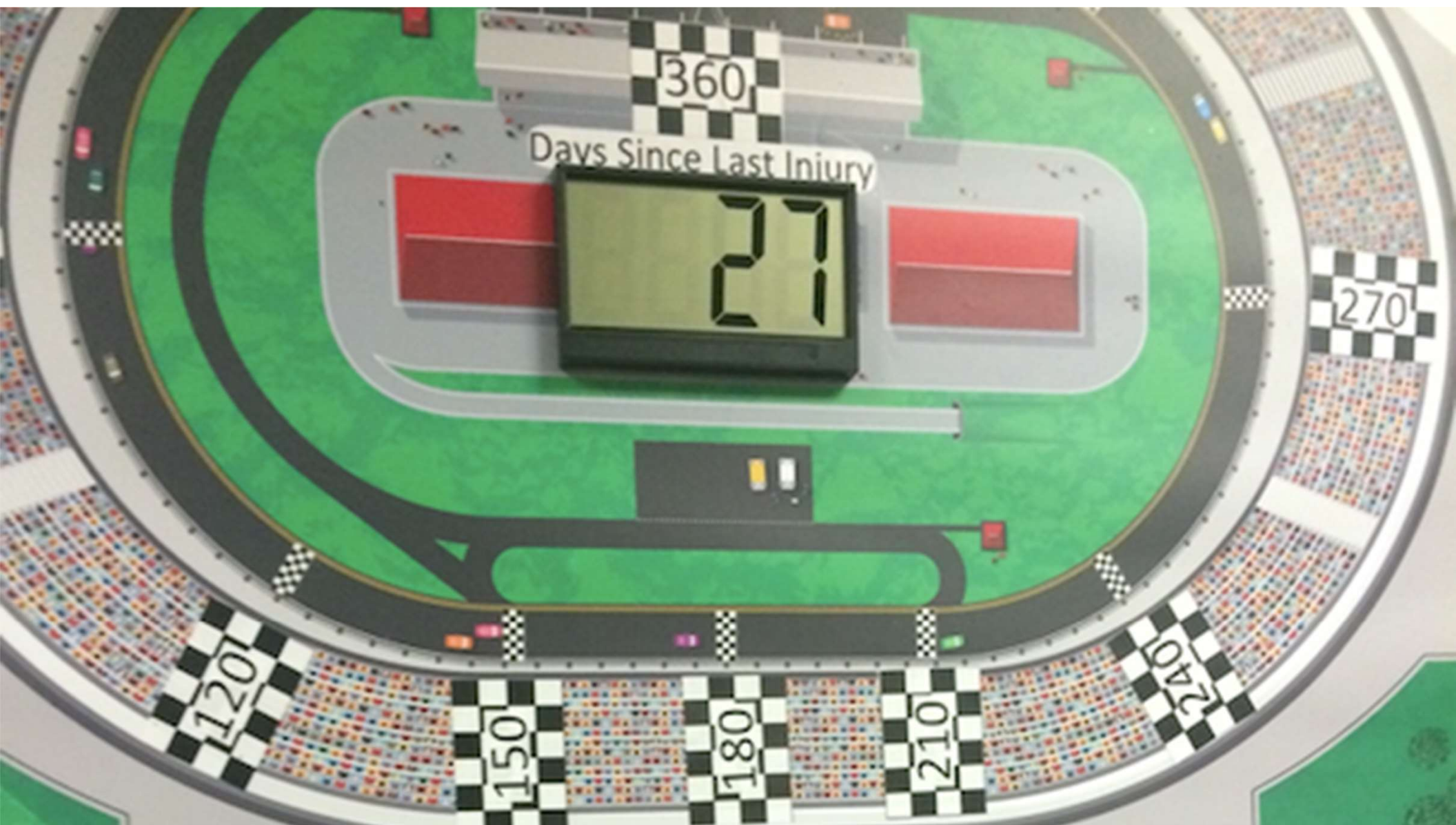
180

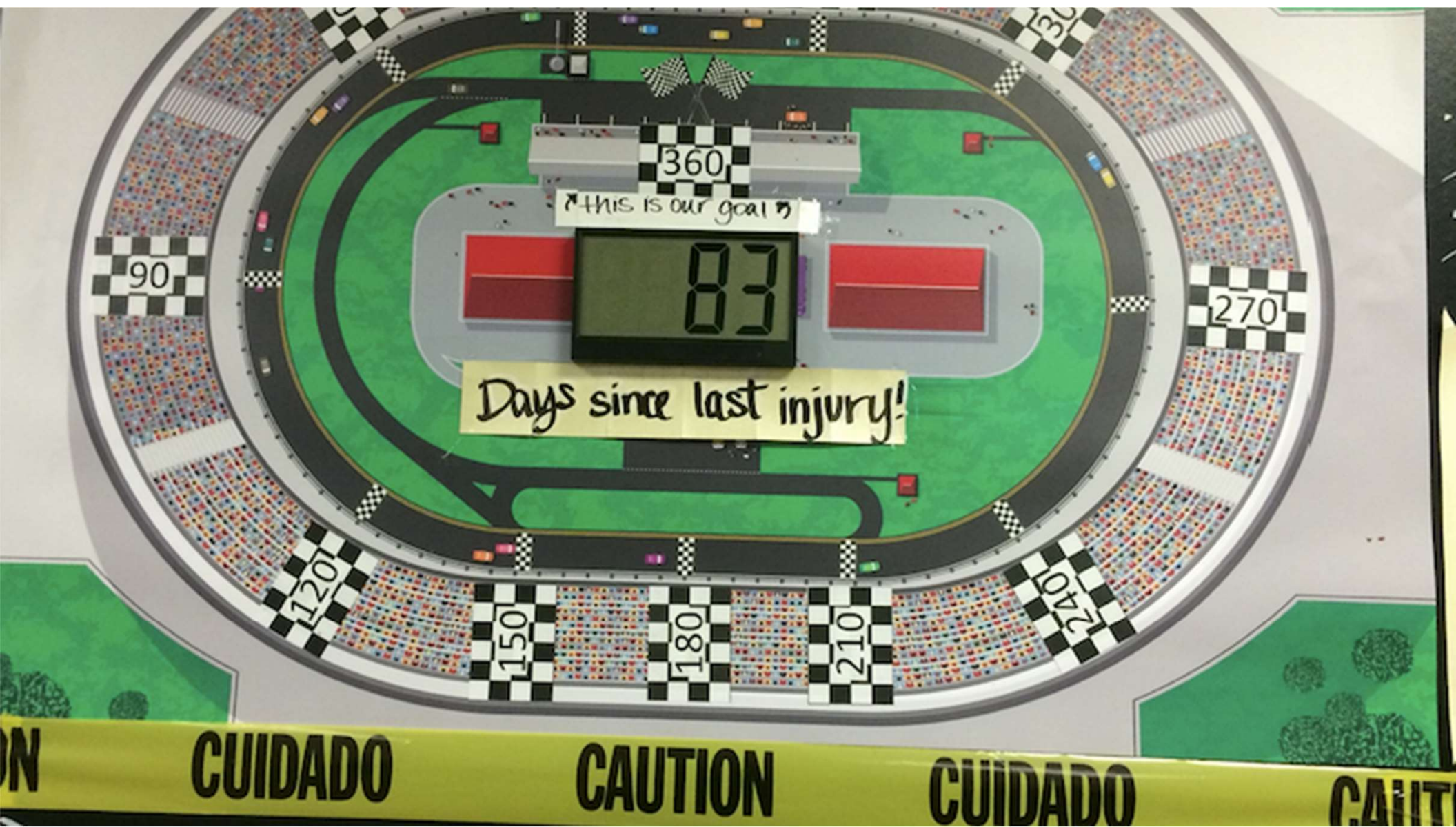
210

240









↑ this is our goal ↓

83

Days since last injury!

CAUTION CUIDADO CAUTION CUIDADO





**What
Will
YOU
Commit
To?**



Give feedback to Nora

1. Scan this QR code



or go to talk.ac/noraburns

2. Enter this code on the screen

TALK

Powered By 

Final comments:

- ❖ Thank you, Nora!
- ❖ Thank you again to today's Gold Lunch Sponsors – *Metal Roofing Solutions & Westlake Royal Roofing Solutions* – and to all of our generous 2023 event sponsors!!
- ❖ Reminder to sign the seminar sheet before leaving so we can assign CIU points.
- ❖ Before leaving today, please fill out our lunch survey and return to registration table.



THANK YOU FOR ATTENDING

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Feedback Survey & Copy of Slides
<https://talk.ac/noraburns>



Pre-Order Nora's Book
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