

# AGENDA

## Feb 26, 2015



- 7:15 Registration & Breakfast
- 7:30 Welcome, Introductions  
Announcements
- 7:45 Sponsor Presentation
- 7:55 Keynote Speaker
- 8:55 Closing Announcements
- 9:00 Tour Ron's Cabinets
- 10:00 End

# Welcome!

---

10 Top Ideas to Hire and  
Retain Great Employees



# Employment Statistics



- › Minnesota Unemployment rate as of **December 2014** was **3.6%**.
- › Minnesota peak Unemployment: April 2009 at 8.3%
- › Today: 137,825 fewer unemployed in MN
- › Nationally, as of November 2014, the Bureau of Labor Statistics “Quits” rate at 2.17 Million people monthly

# Reasons Why Employees Take and Keep Jobs



## Why take a job?

- › Base Salary
- › The job itself
- › Oppty for advancement
- › Work Life Balance perks
- › Vacation and PTO
- › Perceived Job Security
- › Company's reputation

## Why keep a job?

- › Base pay / Salary
- › Challenging assignments / advancement oppty
- › Ability to work flexible hours / Able to manage work load
- › Good benefits and perks
- › Job Security
- › Trust in Senior Leadership
- › Supportive manager / Relationship with manager
- › Best Friend at work / Friendly coworkers
- › Enjoyable work environment
- › Length of commute
- › Voluntary - outside of work/coworker get togethers (employee planned)
- › Informal gratitude - random

\* List in random order based on survey / research published by Robert Half and Towers Perrin



# Help Wanted Advertising #10



- › Top reason people take a new job is pay / benefits. For hourly paid positions – include pay in the help wanted ad
- › Write a help wanted ad (not a job description) that overviews your company, accurately describes the job and details the benefits of your firm
- › Highlight other key areas that are hot buttons such as flexible schedules and work-life programs



# Find Hiring Resources for Your Industry

## #9



- › Research local Associations and User Groups
- › Advertise in multiple locations
- › Utilize online search tools such as resume databases
- › Tap into social media resources such as LinkedIn



# The Interview #8



- › Streamline interview process – timing is key
- › Develop a robust interview process that uncovers key skills, abilities and/or values
- › Ask behavioral based questions
- › Utilize a rating grid





# Utilize Hiring Tools #7



- › Utilize hiring tools such as skills, personality or cognitive testing for job match
- › Check references and background for verification and job fit



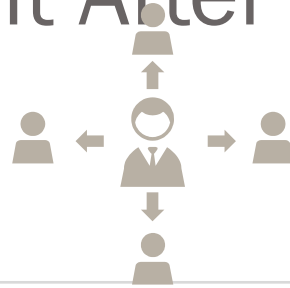
# Think Outside the Box #6



- › Develop an employee referral program
- › Look at your company as a prospective employee **would** – physical location, benefits, oppty – **interest you?** What do others say? See [glassdoor.com](https://www.glassdoor.com)
- › Partner with local schools
- › Hire and train from outside of your industry

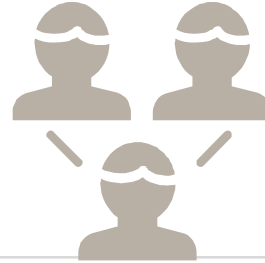


# Create a Sought After Workplace #5



- › Is the compensation you are offering competitive?
- › Do you train and promote from within?
- › Do you celebrate **individual and team success**?
- › Do you thank and reward your employees?
- › Do your employees know your mission and how their job supports the mission?
- › **Do you train, support, and hold your managers accountable for effective leadership?**
- › Does your company support your community?

# Recognize the Value of **Supportive Relationships** #4



- › Encourage and sponsor social interaction
- › Events planned by employees see higher attendance and higher ratings
- › Ensure new employees are welcomed to your company.
- › **Connect new employees with an upbeat, well-performing co-worker who will welcome and answer questions for a period of time**

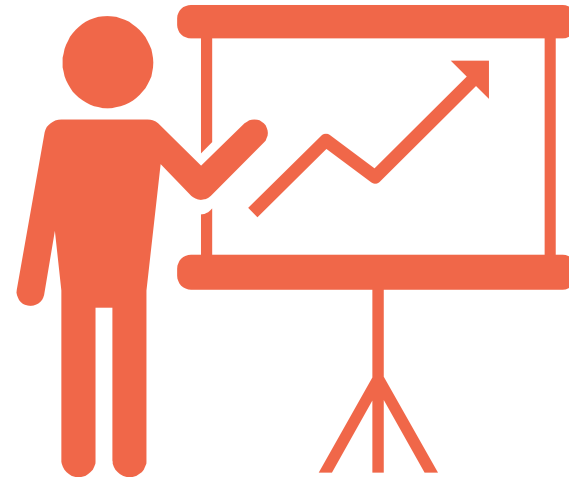
# Ask your employees #3

- › Employee Satisfaction Surveys
- › Engagement Surveys
- › Stay Interviews
- › Exit Interviews



# Communicate your Company's Mission #2

- › One of the top reasons people join is belief in the company
- › One of the top reasons people leave is lack of connection to the company's mission



# Train your Managers #1

A top reason people leave is with their manager



- › Provide supervisory skills training followed by mentorship and coaching to reinforce new leadership skills
- › Ensure management understands workforce: Train on and adapt to generational work differences and expectations
- › Not sure how your managers are perceived? Consider 360 surveys to better understand your culture as perceived by your employees

# Thank You

---

See You on The Next  
Presentation





# Reading List

- › Here's Why Good Employees Quit

<https://www.linkedin.com/pulse/20141016131108-112905525-here-s-why-good-employees-quit>

- › The Seven Hidden Reasons Employees Leave

<http://www.asaecenter.org/Resources/EUArticle.cfm?ItemNumber=11514>

- › Top 10 Reasons Employees Quit Their Job

<http://humanresources.about.com/od/resigning-from-your-job/a/top-10-reasons-employees-quit-their-job.htm>

- › The Energy Audit - <http://theenergyproject.com/landing/whitepaper> Or

- › Why you Hate Work [http://www.nytimes.com/2014/06/01/opinion/sunday/why-you-hate-work.html?emc=eta1&\\_r=0](http://www.nytimes.com/2014/06/01/opinion/sunday/why-you-hate-work.html?emc=eta1&_r=0)

- › Top Five Reasons People Quit Their Jobs (based on Gallup Poll)

<http://www.valuewalk.com/2014/06/top-5-reasons-people-quit-jobs/>

- › 1001 Ways To Reward Employees, by Bob Nelson

