

# WINNING THE TALENT BATTLE THROUGH RECRUITMENT & RETENTION



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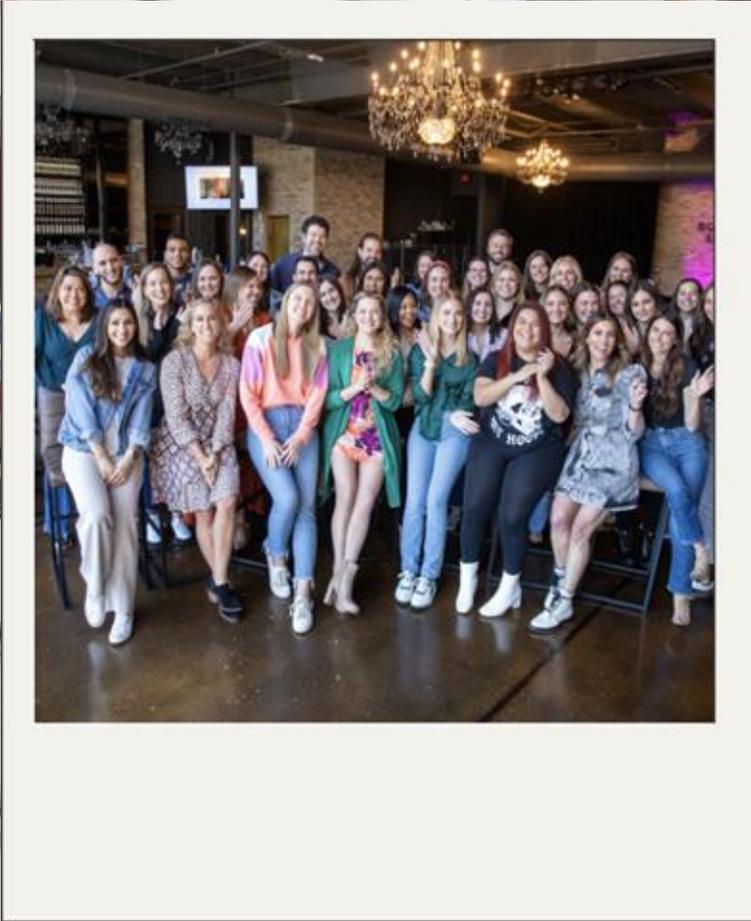
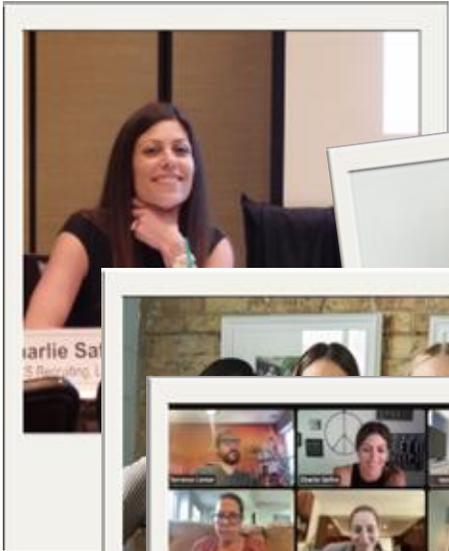


**ELEVATE**  
**TMSA CONFERENCE**

June 11-13, 2023 | Savannah

# GROWING YOUR TEAM

- START WITH YOUR NETWORK
- HIRE RIGHT
- COMPANY CULTURE ORGANICALLY FORMS



# AGENDA

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- ✓ **Recruiting your dream team**
  - ✓ **Mastering the art of employee retention**
  - ✓ **What attracts them is what keeps them**
- 

# RECRUITING YOUR DREAM TEAM

**JOIN**

**OUR**

**TEAM**

**!!!**



# IDENTIFYING HIRING NEEDS



## WILL

Are they motivated to work hard and show up to support the team?

What drives them?

What is their most successful accomplishment?

What connection do they feel to their work?



## SKILL

Are they effective in their role and capable of learning new skills?

What are their top hard & soft skills?

How did they use those skills to perform & advance?

What skills are they interested in learning?



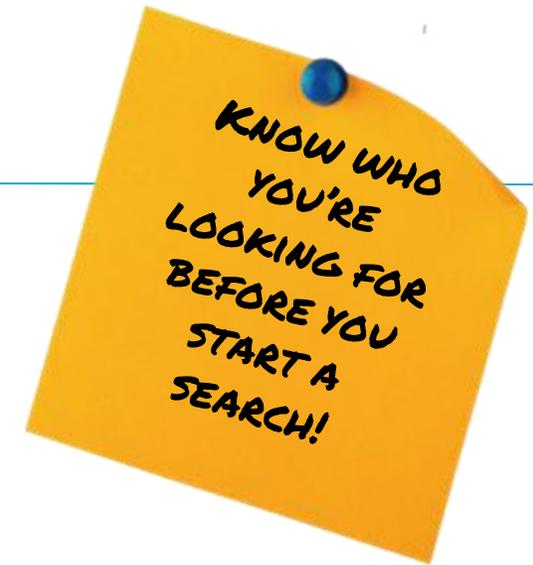
## VALUES

Do their personal values align with the core values of the organization?

What are some of their core personal values?

How have they used their values to make decisions?

Which of your company's values most resonates?



# MANAGING SEARCH EXPECTATIONS



**BE REALISTIC  
ABOUT THE  
MARKET AND  
SUPPLY VS.  
DEMAND OF  
TALENT!**

# ATTRACTING TALENT

## How candidates rank their priorities (2023)



CANDIDATE  
PRIORITIES WILL  
ALWAYS CHANGE

KNOW WHERE YOU  
FALL SHORT AND  
KNOW WHERE YOU  
CAN SHINE!

# YOUR VALUE PROPOSITION

KNOW  
WHAT YOU  
HAVE TO  
OFFER!

 asana → FREE EXECUTIVE COACHING

 Meta → 4 MONTH PARENTAL LEAVE + \$4K "BABY CASH"

 airbnb → \$2K TRAVEL STIPEND FOR AIRBNB

 Google → FREE CAR MAINTENANCE, IN-OFFICE YOGA, FREE ONSITE CHILD CARE

 Spotify → FREE LUNCH / SNACKS + PAID FERTILITY TREATMENTS

  
RECRUITING

COMPENSATION + BENEFITS → TRANSPARENT PAY BANDS, UNCAPPED COMMISSION, DISCRETIONARY BONUS, PAID INSURANCE, 401K, PTO, PROFIT SHARE

WORK-LIFE BALANCE + FLEXIBILITY → FLEX HOURS, REMOTE WORK, FLEXIBLE FRIDAYS, RESET DAYS

UPSKILLING + ADVANCEMENT → L+D, CONTINUOUS TRAINING, EMPLOYEE EVOLUTION, INTERNAL PROMOTIONS

# MASTERING THE ART OF RETENTION



# THE IMPORTANCE OF EMPLOYEE ENGAGEMENT

“Employees’ willingness and ability to **contribute** to company success.”  
*(Towers Perrin)*

“Staff commitment and a **sense of belonging** to the organization.”  
*(Hewitt)*

“Employee’s exertion of discretionary effort- **going beyond** meeting the minimum standards of the job.”  
*(Hay)*

“Creating a sense that individuals are part of a **greater entity**.”  
*(Best Practices LLC)*

“**Energy, effort and initiative** employees bring to their jobs.”  
*(Harvard Business Review)*



NEVER  
UNDERESTIMATE THE  
POWER OF  
RECOGNITION,  
APPRECIATION AND  
CONNECTION

# WHY EMPLOYEES STAY...AND WHY THEY LEAVE

WHY  
EMPLOYEES  
STAY



GROWTH

WORK  
ENVIRONMENT

LEADERSHIP

FLEXIBILITY

COMPENSATION

WHY  
EMPLOYEES  
LEAVE



THE REASONS THEY  
STAY ARE THE  
SAME REASONS  
THEY LEAVE

# TIPS FOR ATTRACTING & RETAINING TALENT



## Consistent Check-Ins

Regularly check-in with team members and empower your managers to do so too.



## Learning & Development

Invest in personal and professional development and encourage upskilling and internal promotions as a growth strategy.



## Flexibility & Trust

Empower team members by offering flexible schedules and hybrid options when possible.



## Diversity & Inclusion

Be mindful of DEI efforts at every stage in the process, starting with the job description through everboarding.



## Recognize & Appreciate

Implement a Formal and Informal employee recognition plan to recognize big & little wins.



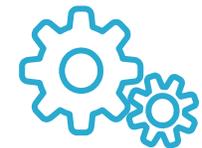
## Human Leadership

Treat employees like humans and make the effort to know who they are beyond their title.



## Fair Compensation

Develop & maintain an equitable compensation philosophy to ensure consistent benchmarking and fair pay.



## Measure

Keep a pulse on employee engagement through frequent and transparent communication.



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# WHAT ATTRACTS THEM IS WHAT KEEPS THEM



PURPOSE + CONNECTION  
LEADS TO  
GROWTH +  
PROFIT



## THINGS I LEARNED THE HARD WAY

- ☐☐ YOU WON'T KNOW HOW YOUR EMPLOYEES REALLY FEEL UNLESS YOU ASK
- ☐☐ TOXIC EMPLOYEES = RISK > REWARD
- ☐☐ DON'T MEASURE PRODUCTIVITY THROUGH MICROMANAGEMENT
- ☐☐ THE ONLY WAY TO GROW IS TO DELEGATE
- ☐☐ COMMUNICATE CHANGE BEFORE IT IS MISINTERPRETED
- ☐☐ YOU'LL NEVER MAKE EVERYONE HAPPY...NO MATTER HOW HARD YOU TRY.

# KEY TAKEAWAYS

-START WITH YOUR NETWORK

-HIRE RIGHT

-COMPANY CULTURE ORGANICALLY FORMS

KNOW WHO YOU'RE LOOKING FOR BEFORE YOU START A SEARCH!

BE REALISTIC ABOUT THE MARKET AND SUPPLY VS. DEMAND OF TALENT!

CANDIDATE PRIORITIES WILL ALWAYS CHANGE

KNOW WHERE YOU FALL SHORT AND KNOW WHERE YOU CAN SHINE!

KNOW WHAT YOU HAVE TO OFFER!

NEVER UNDERESTIMATE THE POWER OF RECOGNITION, APPRECIATION AND CONNECTION

THE REASONS THEY STAY ARE THE SAME REASONS THEY LEAVE

EMPLOYEES WANT TO BE RESPECTED AND FEEL SEEN + HEARD

PURPOSE + CONNECTION LEADS TO GROWTH + PROFIT