



**TIPS & TACTICS:
PROVEN WAYS TO RECRUIT &
RETAIN EMPLOYEES, NOW
AND TOMORROW**

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The Key Culprits

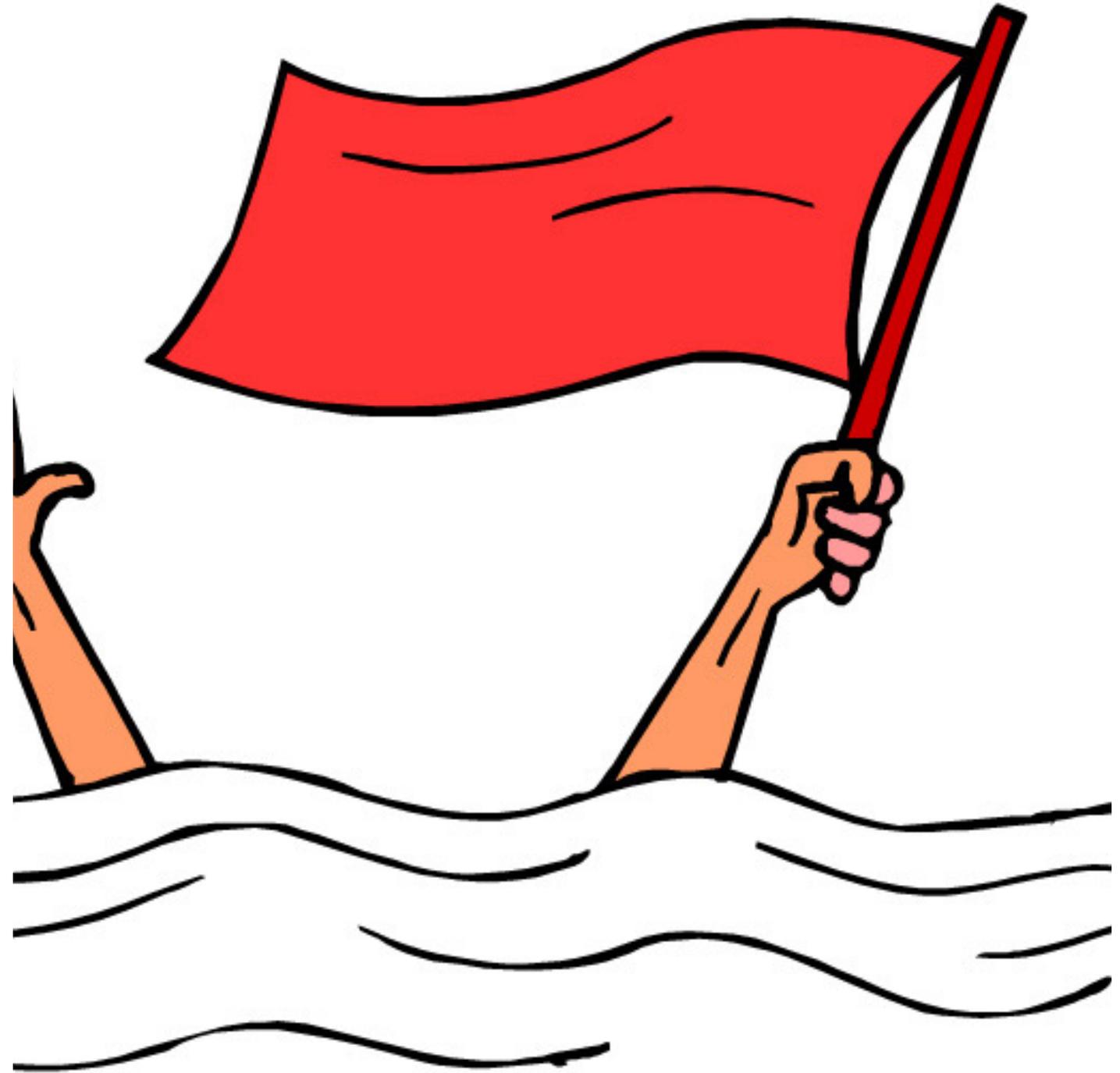
- Housing and construction market is on fire and expected to stay hot
- Unemployment payments during the pandemic took workers out of the market
- Some construction workers left the market – and the industry



FIVE RED FLAGS THAT WILL DERAIL YOUR RECRUITING EFFORTS

#1

YOU DON'T HAVE A
RECRUITING PLAN



IDENTIFY GAPS

- Women, LGBTQ, Millennials, Gen Z, BIPOC
 - Black – Indigenous - People of Color
- Bilingual or Multilingual people
- Do your teams reflect the communities you serve?

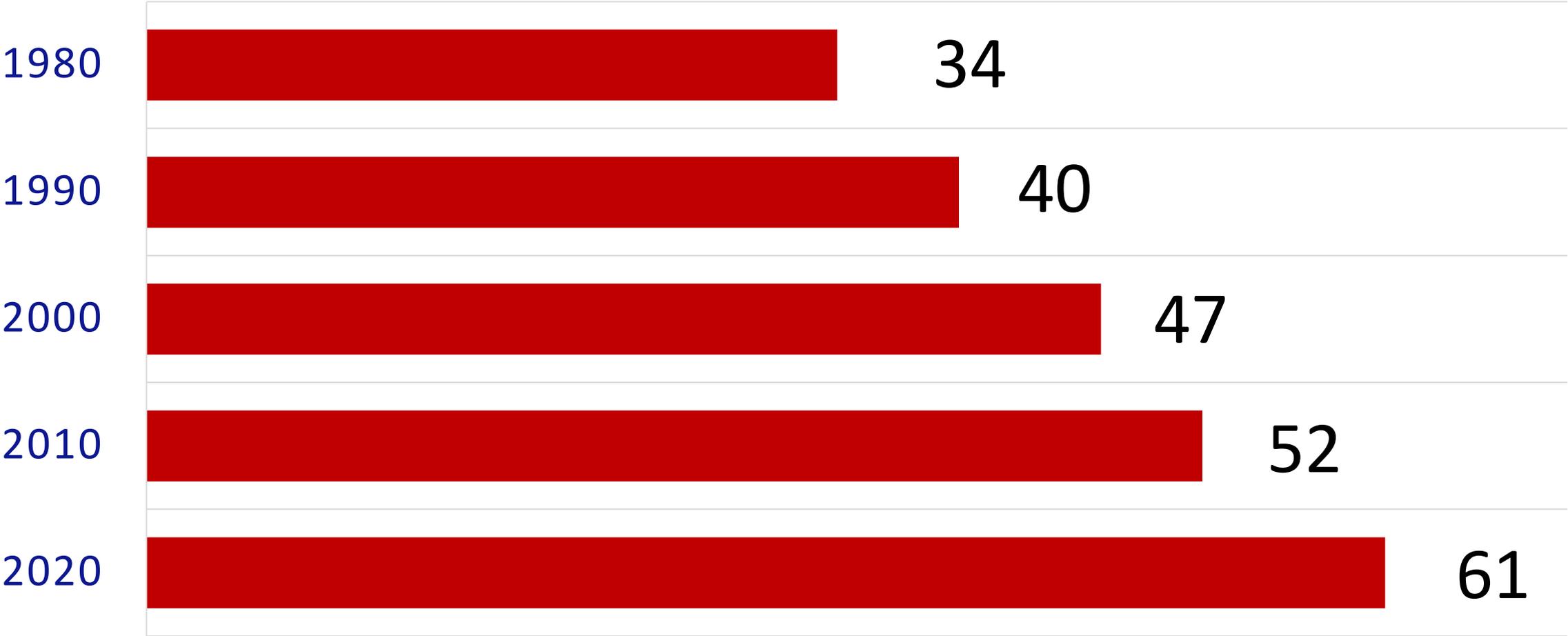


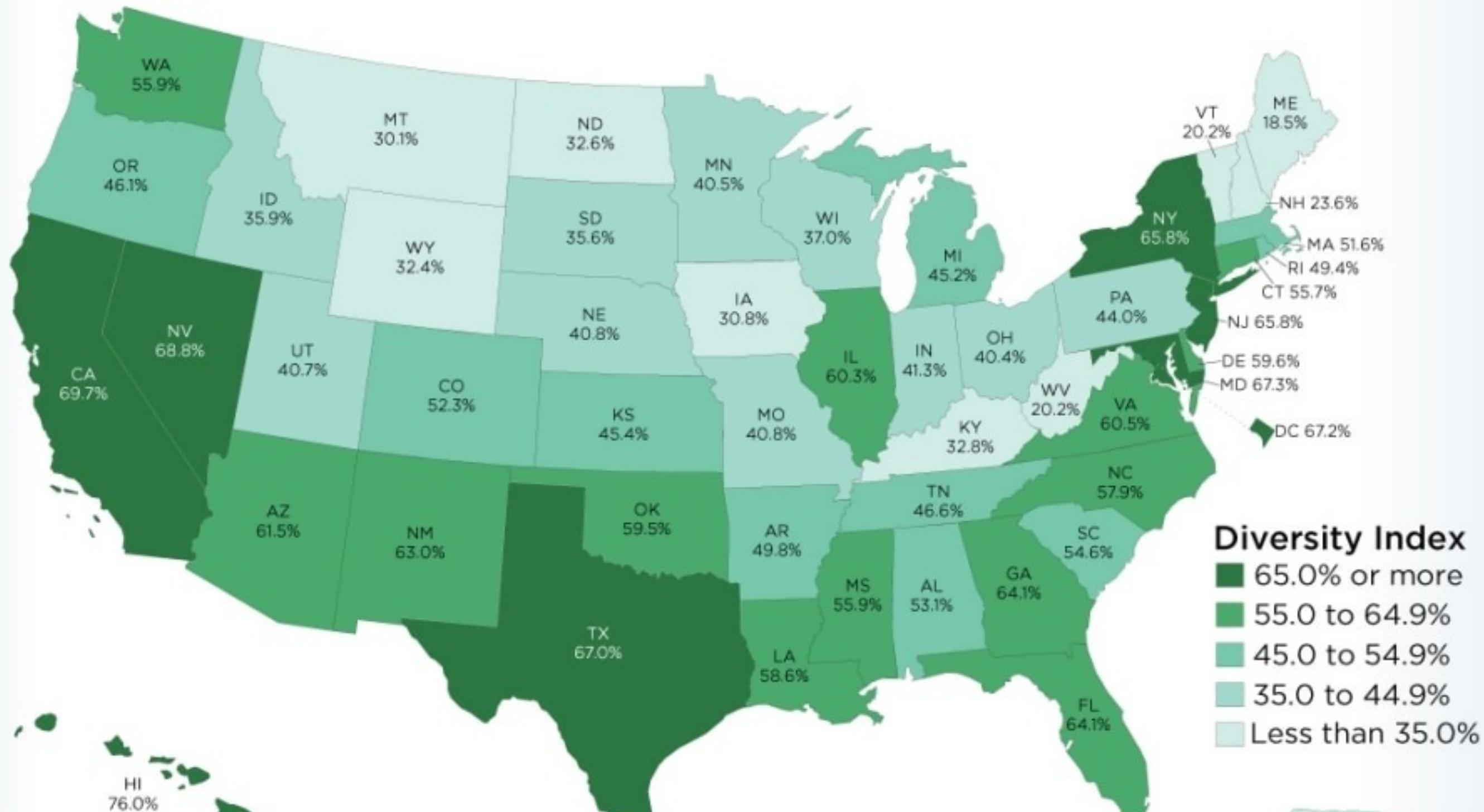
**BUILDING
DIVERSE TEAMS
IS THE KEY**



CLEAR TREND: THE CENSUS DIVERSITY INDEX

The probability that two people chosen at random would be of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100





They Won't Just Come to You

- “Shelf space” marketing
- *“I can't choose you if you're not on the shelf”*



A 4-Step, No-Cost Plan Framework

Job

- Job fairs

Do

- Do local outreach within specific communities
 - Professional organizations, community organizations, houses of worship

Attend

- Attend professional organizations, meet ups and associations
 - The most passionate professionals are there

Reach out

- Reach out to schools, nonprofit organizations and the community at large to get the word out



#2

YOU HAVEN'T REVIEWED
OR REVISED YOUR JOB
DESCRIPTIONS OR
INTERVIEWING
APPROACH IN AGES

JOB DESCRIPTIONS & APPLICATION TIPS

- Explicit descriptions yield greater results
 - Talk to team members to hear how they describe their roles and what attributes they consider essential
- Utilize sponsored (paid) job ads online
 - Appear more often in searches
 - Placement won't fall back over time
- Consider past candidates as well as referrals
- Bilingual candidates in high demand – get the word out in your local community
- **Include peers in the interview process**

AVOID
LANGUAGE
THAT CAN
SUBTLY
DETER
POTENTIAL
CANDIDATES

INSTEAD OF:

Clean shaven

Must have own car

3-5 years of experience

USE THIS:

Neat & tidy
appearance

Must have reliable
transportation

Minimum of 3 years
experience

INTERESTING INSIGHT

If men only meet 60% of the job requirements,
they go for it

Women won't apply unless they have 100% of
the qualifications

REMEDY:

List the skills & requirements that are necessary
Include additional skills that are “preferred”



TRANSLATE BENEFITS INTO “REAL TALK”

Break down & spell out
exactly what working with
you means to them





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OF OUR **GROWING**
COMPANY AND
PAINT YOUR OWN FUTURE**

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PAINTERS**

Benefits of Working with Certapro Painters® of Northwest Indiana:

Benefits of Working with Certapro Painters® of Northwest Indiana:

- Paid quickly ⇒ No cash flow restraints
- Keep your own team ⇒ It's up to you who you work with
- Maintain your independence ⇒ You're in charge of your projects
- Run your own company ⇒ Tax benefits, Self-employed benefits, No limits to your growth
- You can focus on painting ⇒ We take care of the marketing, sales, and admin
- Stable, established company ⇒ Peace of mind that we will be around for a long time
- A lot of work ⇒ Keeping you busy
- Culture of respect and recognition ⇒ You will be appreciated for your hard work and success
- Referrals and review bonuses ⇒ We find other ways to recognize and pay you
- Be your own boss ⇒ Improve and progress in life
- We live our values ⇒ You will be treated the way you should be
- Strong brand and respected company ⇒ You can be proud of being part of an excellent team
- 5-Star Certification System ⇒ You can learn and progress in your management skills
- Certainty Service System ⇒ Helps you succeed in your job

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CONSIDER PERSONAL DRIVE, INSPIRATION - AND **PRIDE**

- Like to create things?
- Want to make a difference in our community?
- Want to make a lasting contribution?





#3: YOU'RE CATCHING WHEN YOU SHOULD BE PITCHING



TALK TO EVERYONE – ALL THE TIME



PUT THE WELCOME MAT OUT FOR NEW FACES

TALK STRAIGHT - USE THE RIGHT MESSAGE

Be upfront about what you need:



“We’re not as diverse as we need to be and we are working to change that. We’re looking for terrific people who can help us better serve our diverse customers and community. Here is what we have to offer...”



TOUT YOUR AWARDS & ACCOLADES

TOUT YOUR COMMUNITY EFFORTS





#4:

YOU HAVEN'T WORKED ON
BUILDING YOUR BENCH

Partner with Local High Schools

- Many high school students will not attend college, nor will they join the armed forces
- Viable, professional occupations are highly coveted
- Schools are under tremendous pressure to make sure their students are employable



Community College Candidates

Have a presence at community colleges. Students here are often older and more settled. They have likely held more than a few jobs, so their interest can be taken to be sincere



Hire Two at Once



WOO THE PARENTS

- Parents today are terrified that their kids will never find good jobs
- Parents are HUGELY influential in their children's decisions now – sell the parents as much as you sell the kids



Helping Your Teen Decide
What to Do After High School



Three Ways
TO INFLUENCE
Your Child's
CAREER CHOICE

MARKMERRILL.COM



National Rural Electric Cooperative Association



Discovered that educating parents about the professional opportunities in their field was effective – starting in *grade school*

- Key selling points:

Steady, solid, middle class income or more, can begin working immediately, technology and innovation are key, continuous learning, entrepreneurial opportunities, local

Stress “no experience necessary”, training and certification, ongoing education, mentoring, talent is rewarded

Educate About the Income Opportunity

Be specific about the
income and professional
opportunities in the industry



Verbatim from an Professional Installer



“I got into the business straight out of high school. By the time I was 24, I had a job as a supervisor, I was making serious money and I had purchased a home.

All of my friends were just getting out of college, and had *nothing*. They had no jobs. And they had debt.

*I had a **HOUSE**. And I was 24.”*



#5:

YOU'RE DOING EXIT
INTERVIEWS INSTEAD
OF **STAY INTERVIEWS**



THE STAY INTERVIEW

Why wait until
employees leave to ask
what they think?

USE STAY INTERVIEWS FOR RETENTION

- A stay interview is conducted with current employees to assess their job satisfaction as well as why employees are "staying" with your company.
- During a stay interview, ask employees several questions with the goal of learning both **what makes your company a good place to work** and **what may need improvement to increase employee retention**.
- Stay interviews show your employees that you care about their thoughts and feelings regarding work

BENEFITS OF STAY INTERVIEWS...

- Help you build trust with your employees
- Increase the communication between you and your employees
- Allow for a mutual conversation between you and an employee regarding their current stance on work
- Give you viable information needed to make positive changes within the workplace
- Provide you with patterns related to your employee turnover rates

HOW TO CONDUCT EFFECTIVE STAY INTERVIEWS

- Schedule stay interviews **ahead of time**
- Let employees know **why they are being interviewed** and **what to expect**
- Conduct stay interviews in a safe and comfortable environment for employees – **DON'T CLOSE THE DOOR!**
- Ask the **right** questions
- **Express your appreciation** for the employee
- **Follow up** after the interviews
- Use the information gathered to **make positive changes**



THREE QUESTIONS FOR A STAY INTERVIEW

1. What is the most exciting part of your job?
2. What aspect of your job do you wish you could change?
3. What factors contribute to you doing your best work?

FOSTER TEAM ENGAGEMENT

- “What do you see that we can do better?”
- “What do we need to work on in the next 90 days?”
- “If you – or our customers could change one thing about us, what would it be?”



The Keys to Retention





WHAT EMPLOYEES LOOK FOR IN EMPLOYERS NOW

- The “good guys”
- Demonstrated commitment to diversity and community

Pollo Campero Teaches Money Management

- Savings accounts
- Debit cards
- How to buy a car
- How to get/use a credit card
- Money wiring cost comparisons



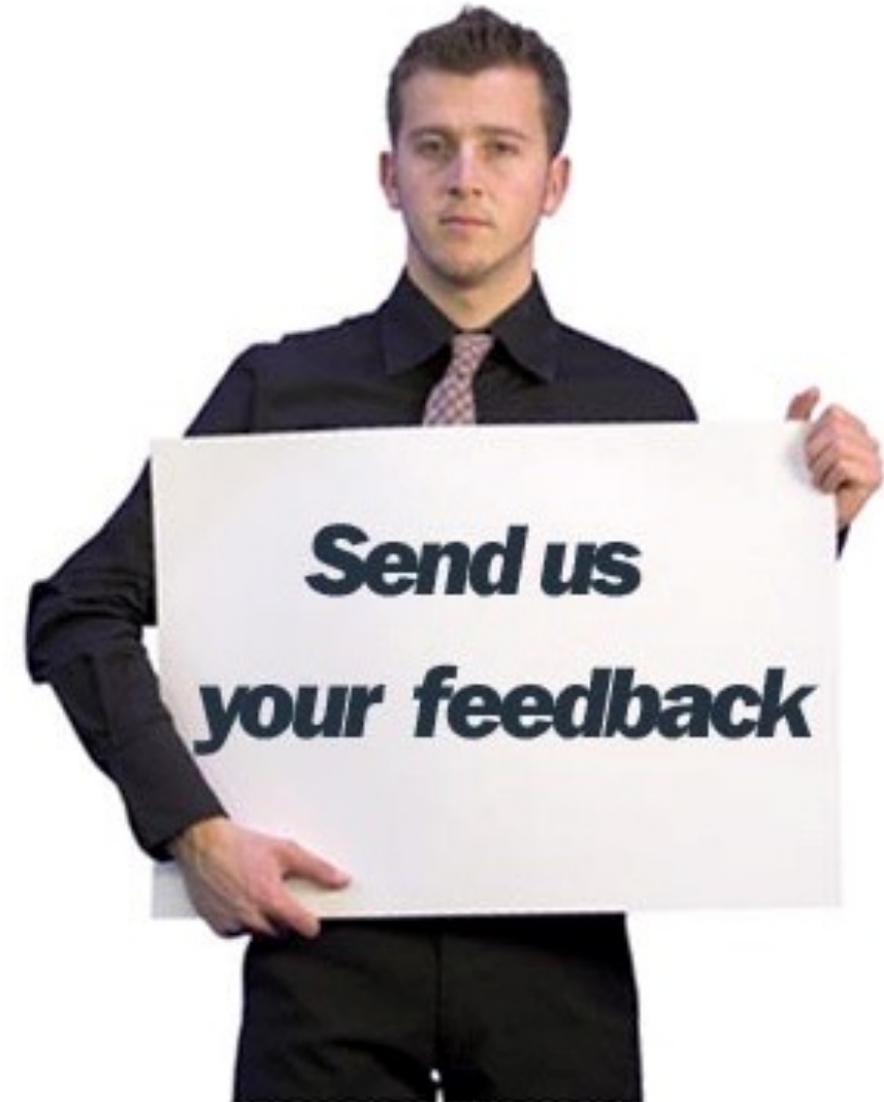
\$300 Wired Among 7 Different Services

USPS	6017
MoneyGram	6010
DoIEx	6006
Wells Fargo ExpressSend	6002
Western Union	5954
B of A SafeSend	5893



THEY WANT...

- A true path forward
- Regular feedback and conversations with supervisors
- The WHY of their job/task



Reward

- Provide career/job advancement - good employees are very goal-oriented
- Show them what's possible for them and give them the tools to advance
- Ana Garcia - went to night school to develop writing skills



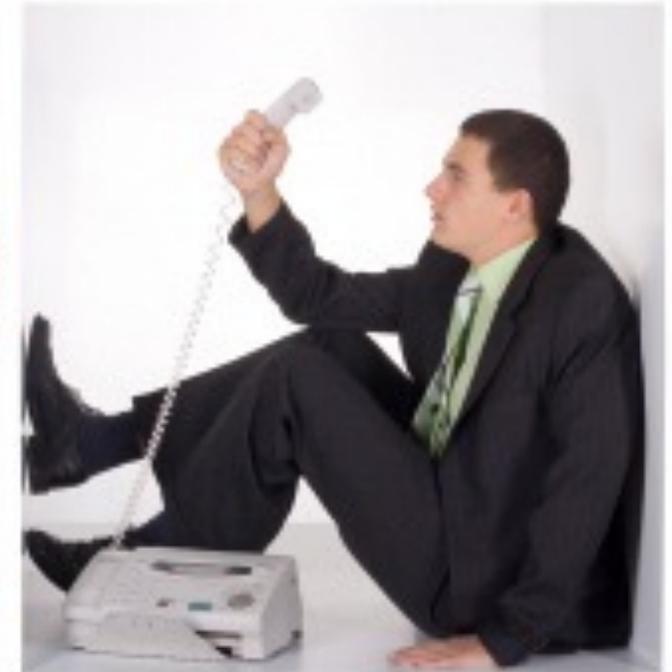
Certification Matters

It shouts
“I’m a professional”



Younger Workers Love Teams

- Give them teams
- They will gravitate to this anyway, so you want to maintain control
- They don't like to make decisions alone



Show Them Their “Plan”

- Their friends tell them they have to change jobs every 2 years to grow
- Have conversations about their future, mapping out a clear plan for growth and professional development



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- Realized they had no path for store associates to advance beyond retail opportunities
- Created Levi University training
- Designed to showcase the job opportunities at corporate



Final Thoughts

- You can be the employer of choice for the best talent available
- New efforts to recruit and retain workers will pay dividends





Identify One
Insight or
Takeaway You
Have From This
Session that You'll
Act on Right Away

Q and A

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