

Winter Tune-Up Series

Attracting Talent Workshop





Agenda

Welcome & Introduction

Housekeeping

What's Changing?

How Can You Adapt?

How to Sell What You Have!

Welcome!

This workshop is focused on **Attracting Talent**

You are encouraged to use and adapt the tools, tips and information being shared in this workshop that **makes sense for your business**

Take the opportunity to **ask questions, and share ideas** with other participants



Introduction

We continue to **see new and emerging trends** in the workforce in a post-Pandemic world.....

This workshop will focus on helping you with **what to consider when attracting talent**

Who is out there and **what are they looking for from an employer?**

The “what” and “how” of **attracting candidates by getting creative with job postings**



Housekeeping

Web-based workshops can be challenging, so we ask that you

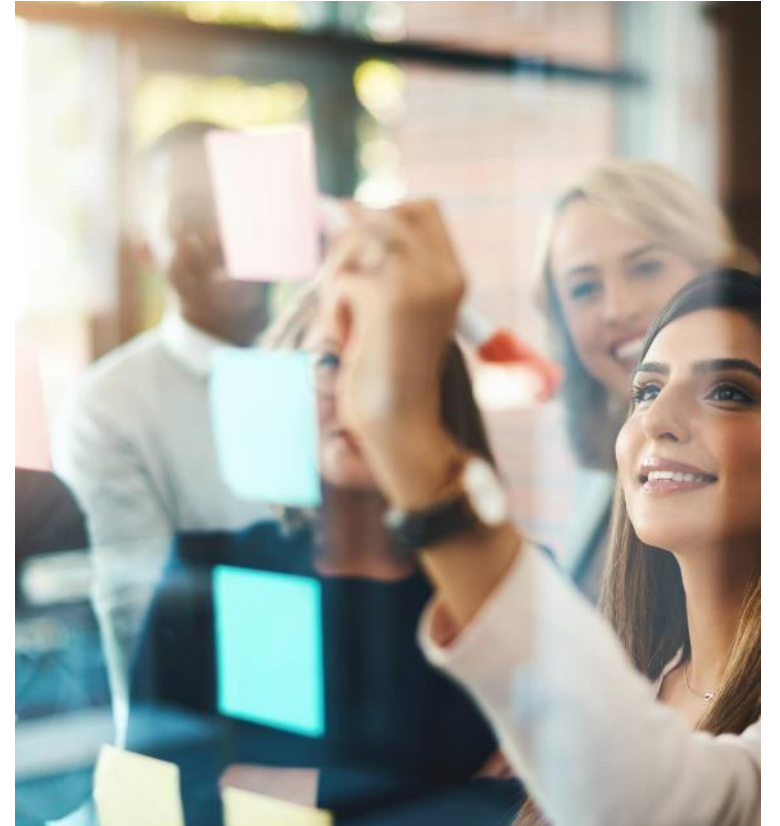
Use the “hand” feature to ask questions

Use the “chat” feature to share ideas or comments

Check the “mute” button!

Thanks for your understanding!





What's Changing In The Workforce?

Who's Out There and What Are They Looking For in an Employer?

New & Emerging Workforce Trends

- Hybrid and new work arrangements
- Use of technology
- **Multi-generational workforces**
- Increased social awareness
- Re-skilling/Retraining
- Skill shortages ex. trades

Emerging Workforce Trends – Bruce County

- 60% population falls in working age groups (15 – 64yrs; covering all groups)
- Average age 48.5yrs (Gen X)
- Aging workforce moving into retirement (Baby Boomers)
- Emerging population joining the workforce (10 – 25% increase in Gen Z)



Multi-generational Workforce



Baby Boomers
(59 - 77)

Social Connection
Purpose



Gen Xs
(43 - 58)

Benefits
Job Security



Millennials
(27 - 42)

Career Growth
Recognition



Gen Zs
(11 - 26)

Development
Leadership

Multi-generational workforces are also looking for **work/life balance, flexibility with work arrangements** and organisations that demonstrate **social awareness**

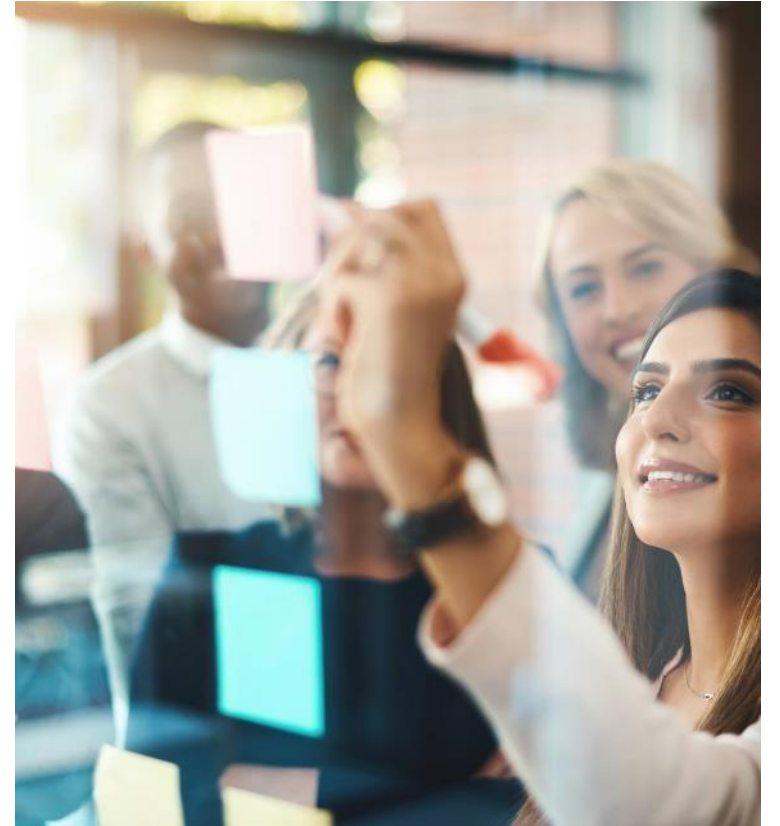
Key Take-Aways

- Look outward – stay on top of workforce trends
- Look inward – understand what/how trends impact your business
- Use trends to your advantage – be proactive; competitive

More Info:

https://www.statcan.gc.ca/en/subjects-start/labour_labour-shortage-trends-canada

<https://www.brucecounty.on.ca> Bruce County Economic Development



How Can You Adapt?

Consider What You Can Change to Compete

What Changes Have You Made?

- Business pivots
- Hours of operation
- Workplace set-up
- **Rethink how work gets done and distribution of work within the team**
- Use of technology
- **Diversify talent pool – “not the usual suspects”!**

Rethinking How Work Gets Done

Tips

1. Can you simplify work processes/procedures?
2. Can you provide tools or other aides to make work tasks easier?
3. Can you cross-train?
4. Can you re-assign tasks to provide for development opportunities?

“Not The Usual Suspects” - Diversify

Tips

1. What skills are transferrable from other work experience – “negotiables”
2. Check unintentional biases – get outside the “comfort zone”
3. Check job criteria for job requirements – open up the talent pool
4. Be prepared to “over hire” or “under hire” – consider the benefits ie. skills; work experience; new ideas; willingness to learn



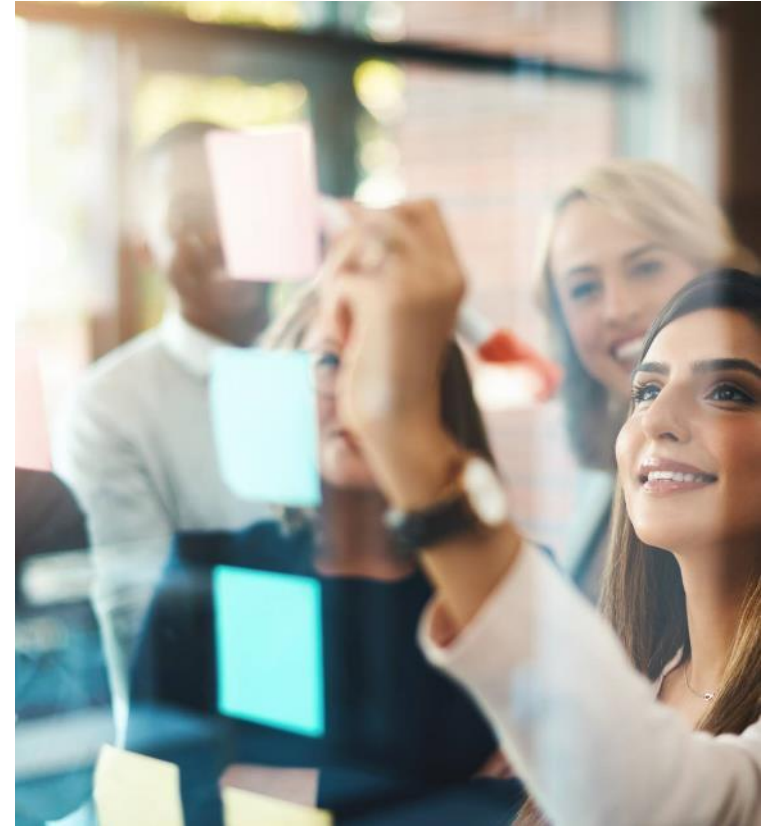
Key Take-Aways

- Consider the benefits of having a multi-generational workforce
- Rethink work – policies, practices and/or procedures, roles and responsibilities
- Expand beyond the “usual suspects”

More Info:

<https://hbr.org/2014/09/managing-people-from-5-generations>

<https://www.aihr.com/blog/multigenerational-workforce/#:~:text=A%20multigenerational%20workforce%20is%20a,workforce%20is%20the%20widest%20ever.>



How To Sell What You Have!

Messaging & Marketing Your Job

Writing a Job Posting

Tips

A job posting is **NOT** a job description or task list....they each serve a different purpose

A job posting **IS** the first contact you make with candidates to get them to engage with you



Writing A Job Posting - Considerations

1. Know the difference between job postings and job descriptions – when to use each
2. Stick to traditional job titles
3. Avoid jargon, buzzwords, legalese, cliches and slang
4. Eliminate acronyms and abbreviations
5. Sell your Company's culture and mission
6. Proofread before you post!!
7. Make it mobile friendly



Writing A Job Posting – Formatting Guide

1. Job Title with an **engaging opening line/statement** – to get their attention
2. Introduce the company – **what makes you stand out** (“fun facts”; culture; mission)
3. Highlight **key responsibilities** of the job – primary and secondary
4. Highlight the **benefits of joining** your company – compensation
5. Tell them **how to apply** – contact info and include links to social media

Formatting Example

Dog Walker if you love dogs, fresh air and getting in your 10,000 steps, read on!

Our people clients have ranked us #1 Dog Walking Service since we opened in 2017.

We offer flexible hours, well behaved clients, and the opportunity to walk a variety of safe and secure trails in the Collingwood area.

As an experienced dog handler, you will provide a safe and enjoyable exercise experience for our clients, while helping to keep them fit and healthy.

If this sounds like the job for you, please apply to jobs@gofetch.ca and join our dog walking team!



This could be you, enjoying the outdoors with great company!

Writing A Job Posting – Additional Tips

- Check the competition - what/how are they posting?
- Ask current staff what they like about the company/job – what would they say; testimonials
- Consider tailoring the job posting for the target audience – language; posting outlet



Examples of Job Posting Formats



<https://www.talentlyft.com/en/blog/article/268/top-10-best-job-ad-examples>

Get Creative to Attract Talent

- Expand the catchment area (use of technology; hybrid work)
- Tap into professional/industry/local affiliations, associations and groups
- Networking
- Referral programs
- Consider using creative ways to attract talent - open house; drop-ins; create an event/invitation; partnerships with talent sharing; use of social media platforms

Key Take-Aways

- Job posting vs job description
- Keep the posting concise
- Get creative – what and how to post (messaging; posting forum ex. social media, job board, Indeed™)

More Info:

<https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/resources/pdfs/job-descriptions-ebook.pdf>

<https://www.insperity.com/blog/how-to-write-a-job-posting/>



“What got you here won’t get you there.”

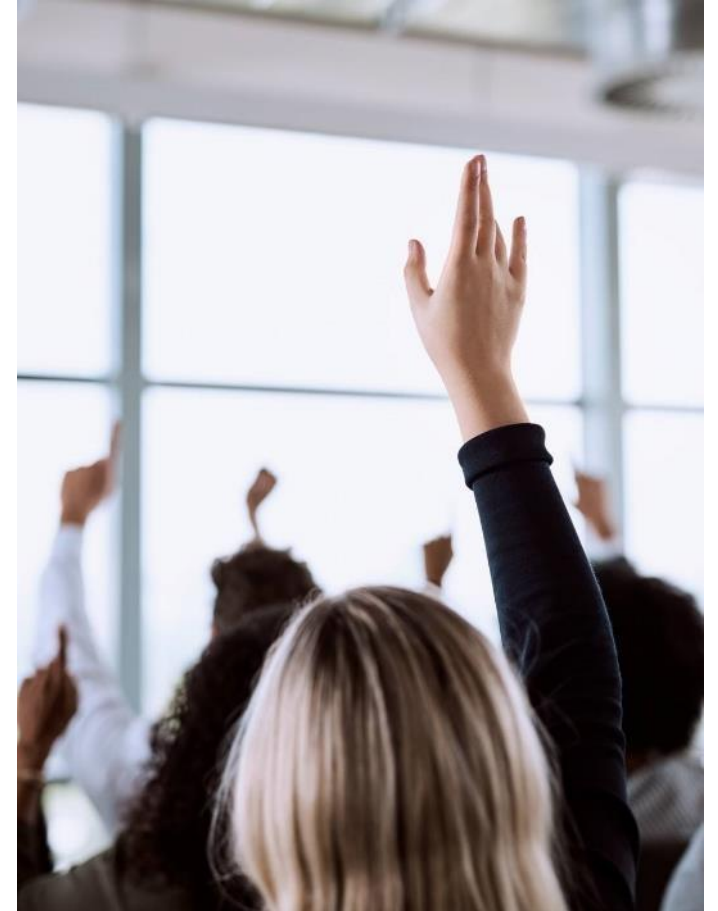
Marshall Goldsmith, Author



Summary

Attracting talent in a post-Pandemic world will take creativity on multiple levels.

A job posting is your first opportunity to attract talent – make a good first impression!





Thank you

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