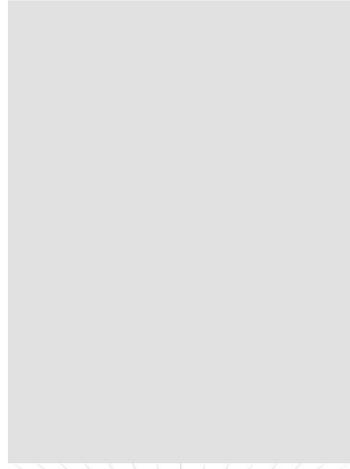




HIRE

LEARNING PATH Facilitator's Guide



HIRE learning path

This facilitator guide focuses on key learning topics from each of the four courses contained in the HIRE learning path. The associated slides provide an opportunity to tailor the content to your organization.

The facilitator is encouraged to include those activities that seem most relevant to the learner group and organization. If all activities are used and estimated times are accurate, the facilitated workshop will take 3.5 hours.

Prior to facilitating a workshop, it would be best for the facilitator to refresh themselves on the content by completing the eLearning courses.

Additionally, participants should be encouraged to bring along their completed activity guides from each of the courses.

Attracting Talent

DEFINITIONS

Company Culture: The glue that keeps an organization together. It's what an organization is. Its silent code of conduct. It's more about how things get done, rather than what gets done. When a new employee is learning the ropes, they are learning the culture.

Employee Value Proposition: The company's offerings and the reason why employees chose to work and choose to stay working for a company.

Employer Brand: The company's reputation and the market's perception of the organization as an employer.



Review learning objectives

After completing the Attracting Talent course, learners should be able to:

- Recognize the elements of company culture, how it impacts the ability to attract talent, and apply principals that promote an appealing culture.
- Identify, develop, and implement an Employee Value Proposition (EVP) to optimize attracting talent.
- Define Employer Brand as well as identify and evaluate the key aspects of an Employer Brand.
- Understand the phases of the applicant and candidate experience and the importance of each step.



Engage your audience

- What are some strategies you have seen other companies utilizing to promote or showcase a company culture that appeals to job candidates?
- What about our company do you believe contributes to our ability to attract and hire good candidates?
- What about our company do you believe contributes to why employees choose to stay here?

Attracting Talent

Slide(s):

- Company Culture
- Our Company Culture

Resources needed: Paper and pen/pencil for notetaking

Activity duration:
Approximately 20 minutes



Activity: Company Culture

1. Ask learners to pair up into groups of two.
2. Have one person from each pair ask their partner the following questions:
 - *What is it like to work at your company?*
 - *What are the values that are important?*
 - *What are some of the cultural norms that new employees need to adapt to?*
3. Then, have the opposite person from each pair ask their partner the following questions:
 - *As a manager, what can you do to positively influence what it is like to work here?*
 - *As a manager, what can you do to model the values of the company?*
 - *What are some cultural norms or traditions that may not be as well aligned with your target candidates?*
4. Invite groups to share a perspective or idea that was new or most applicable to their role or team.



Facilitator Preparation

Complete the presentation slide for “Our Company Culture” by entering your organization’s mission, vision, and values—or other statements that indicate your organization’s unique culture.

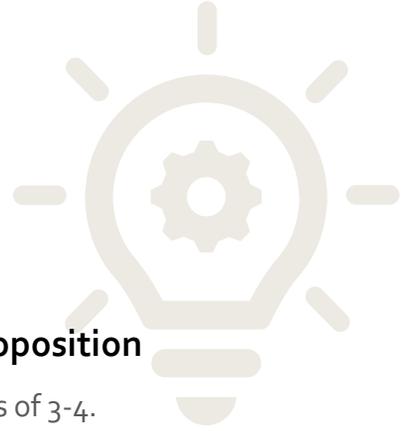
Attracting Talent

Slide(s):

- Employee Value Proposition

Resources needed: Paper and pen/pencil for notetaking

Activity duration:
Approximately 20 minutes



Activity: Employee Value Proposition

1. Ask learners to form into groups of 3-4.
2. Ask each group to list responses to the following question.
 - *If a candidate were to ask you to what you like about working here, what would you say?*
3. Next, have each group choose from one of the following activities:
 - *List three of the most compelling reasons why candidates should choose to work here.*
 - *List three strategies that should be implemented or used more effectively to attract or retain employees.*
 - *List three strategies that other companies are effectively using as part of their EVP.*
4. Invite groups to share a perspective or idea that was new or most applicable to their role or team.



Attracting Talent

Slide(s):

- Employer Brand

Resources needed: Device with search browser and web access

Activity duration:
Approximately 30 minutes



Activity: Employer Brand

1. Ask learners to share resources that applicants may use to research this company as a potential employer. (e.g., company website, product/service review sites, search engine results, job posting sites, employer review sites, etc.).
2. Ask learners to form into groups of 2-3.
3. Have each group select a resource to research as if they were an applicant. Ask learners to consider:
 - *How well does the resource accurately represent our company's culture, values, work environment, leadership style?*
 - *What could be done to improve the applicant's impression when researching this company?*
4. Invite groups to share some of their most notable findings.



Finding Talent

Review learning objectives

After completing the Finding Talent course, learners should be able to:

- Prepare for the recruiting process
- Carry out a thorough recruiting plan
- Create an effective job posting
- Identify a strategy for promoting a job opening



Engage your audience

- What do you believe compels an applicant to apply to one job posting versus another?
- What are some creative strategies that could help us to reach more qualified applicants?
- What do you believe could be done to better prepare for a recruitment?

This Facilitator's Guide continues with content for the remaining courses in this learning path. To purchase this guide, contact Trüpp at 503.828.0255 or visit our website.

