



HIRE

LEARNING PATH

Attracting Talent

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.

COMPANY CULTURE

- What is it like to work at our company?
- What are the values that are important?
- What are some of the cultural norms that new employees need to adapt to?

- 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?
- Are there any cultural norms or traditions that may not align with your target applicant pool?



Attracting Talent

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

EMPLOYEE VALUE PROPOSITION

- If a candidate were to ask you to what you like about working here, what would you say?

Choose from one of the following:

- 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.



Attracting Talent

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

EMPLOYER BRAND

- What resources might applicants use to research our company as a future employer?

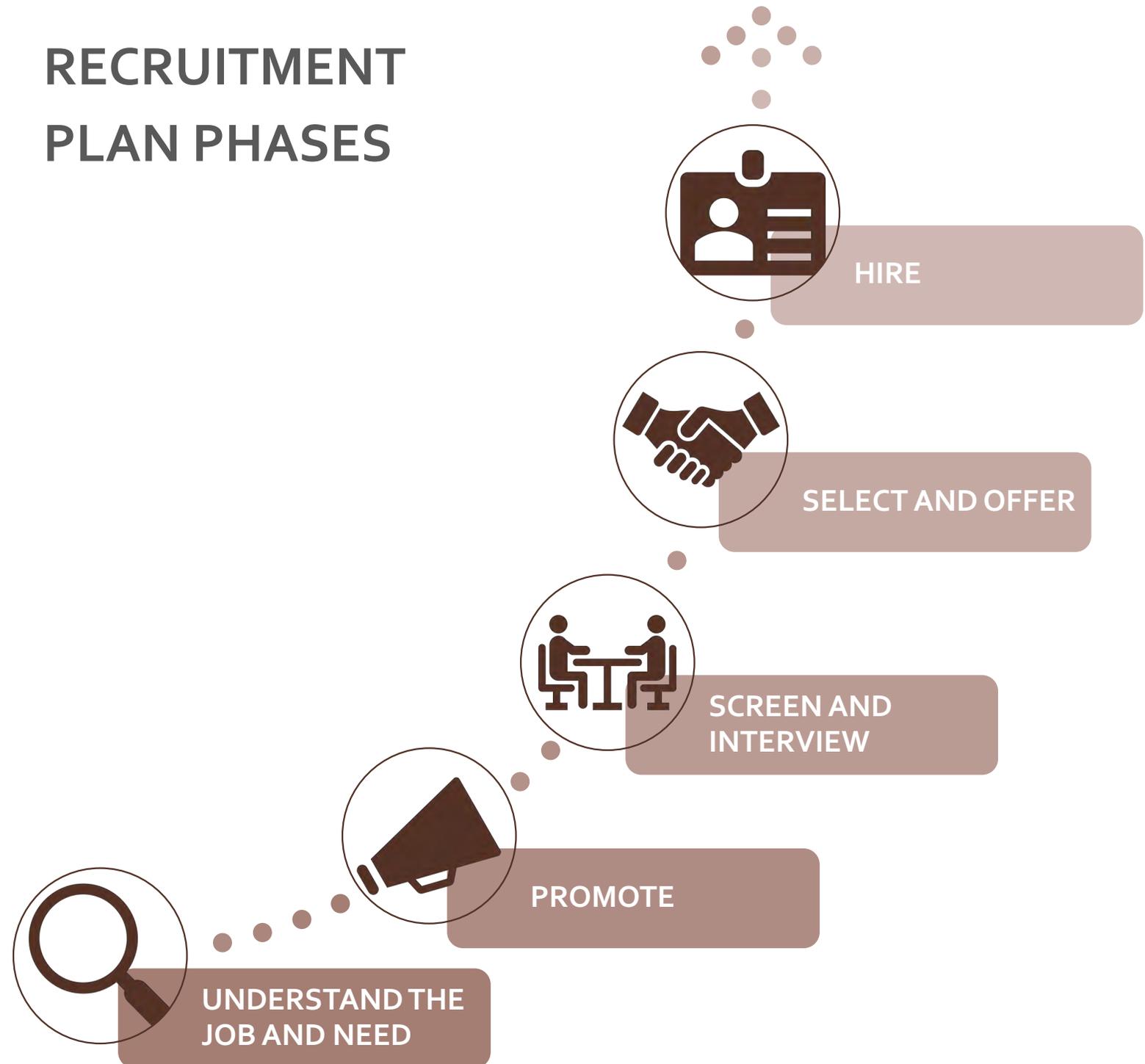
Research at least one of the potential applicant resources and assess:

- How well does the resource accurately represent our company's culture, values, work environment, and leadership style?
- What could be done to improve the applicant's impression when researching our company?



Finding Talent

RECRUITMENT PLAN PHASES



APPLYING A RECRUITMENT STRATEGY

Job Posting

- Does the posting accurately paint a picture of the role?
- Does the posting reflect your company culture?
- Compare your job posting to other similar postings. Is the posting effective at differentiating your organization from other employers?

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