



Winter Workshop  
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# Transforming your workplace culture!

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# “Normal” Recruitment Process – Some tough questions!

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What do you currently do to recruit new team members?

Who sells the Organization/Position?

Why? Why would anyone want to join your team?

Describe your current selection process.

Have you noticed changes occurring lately?



# Recruiter's World!





# Traditional Efforts

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- Advertise in the local paper, website, social media, and on-line platforms
- Request any selection tool you want
- Watch the applications flow-in
- Review 100 plus applications for one position
- Exhaustive testing
- Cull the list and invite a dozen for interviews
- Play tricks – throw the applicants off guard
- Pick your most desirable
- Tell them what they will make and when they will start
- Hired!
- They come to work!



# The Market has Changed, has your organization?



- Employers used to demand
- Employers used to call all the shots
- Employers used to be the ones with all of the choices
- Now, the Job Seeker has some power and has a voice in the process



# Current Trends – what are you experiencing?

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- Tales from the range? What are you experiencing?



# Current Trends

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- Unsuccessful job searches for Finance, Building Official, Public Works and Engineering positions
- Smaller public safety and public works candidate pools
- Unwillingness to relocate (residency requirements)
- Seeking competitive compensation (middle range and up)
- Candidate document submissions
- Applying over the phone
- No longer using traditional advertisements in local papers
- “Great Withdrawal”
- Ghosting



Your hired! Well about that...





# What can we do to up our game?

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- Enhance your recruiting process
- Diminish unwarranted hiring practices (publicizing candidates)
- Consider any obstacles and work to eliminate them (residency)
- Evaluate your current compensation structure (are we competitive – attractive)
- Evaluate the current job function and requirements (certifications, degrees, etc.)
- Create a welcoming culture – focus on retention!
- Go to where the candidates are (snapchat, LinkedIn, etc.)
- Sell your culture
- Sell the position
- Maximize the use of technology throughout the process
- Support the candidate as they transition into your team (on boarding)
- Support the team – build a welcoming and accommodating culture (retention)
- Mentorship
- Regular team member evaluations
- FOCUS ON RETENTION!!!!



# What are your current retention efforts?

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## Recruiting

- Courting!
- Seeking Fit!
- Teaching the skills that can be learned!

## Retention

- Investing in your team
- Coaching
- Mentoring
- Developing
- Succession Planning



# What are job seekers looking for?

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Fit  
Team  
Competitive Compensation  
Leave Time (In The Bank)  
Flexible Schedules  
Remote Working Options  
Professional Development  
Mentoring/Coaching/Support  
ARE



# What are your team members looking for?

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Fit  
Team  
Competitive Compensation  
Leave Time  
Flexible Schedules  
Remote Working Options  
Professional Development  
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Thank you!

Questions?

