

Rethinking Recruitment in a Job Seekers' Market

Presented by Hollie, Creative Solutions





Hi, I'm Hollie

Founder, Creative Solutions and
MyMarketingNeedsHelp.com

T

416-985-2240

E

hollie@needCS.com

W

needCS.com | @CreativeSolutionsHQ

Housekeeping

1. We invite you to ask all questions at the end
2. Views are my own and there are lots of different opinions out there
3. If you take pictures tag @CreativeSolutionsHQ and @FocusEmploymentServices

Disclaimer: *The contents of this presentation, such as text, graphics, images, and other material contained are for informational purposes only.*

—

My story

Hey, it's me!



In this 2-hour workshop you will learn:

1. How to leverage your current resources, technology and your brand for your recruitment needs
2. How to showcase your company culture to get the right candidates
3. Assess candidates by maximizing online tactics
4. Tips and tricks to simplify your selection process while still maintaining a people-first approach

—

Top 10

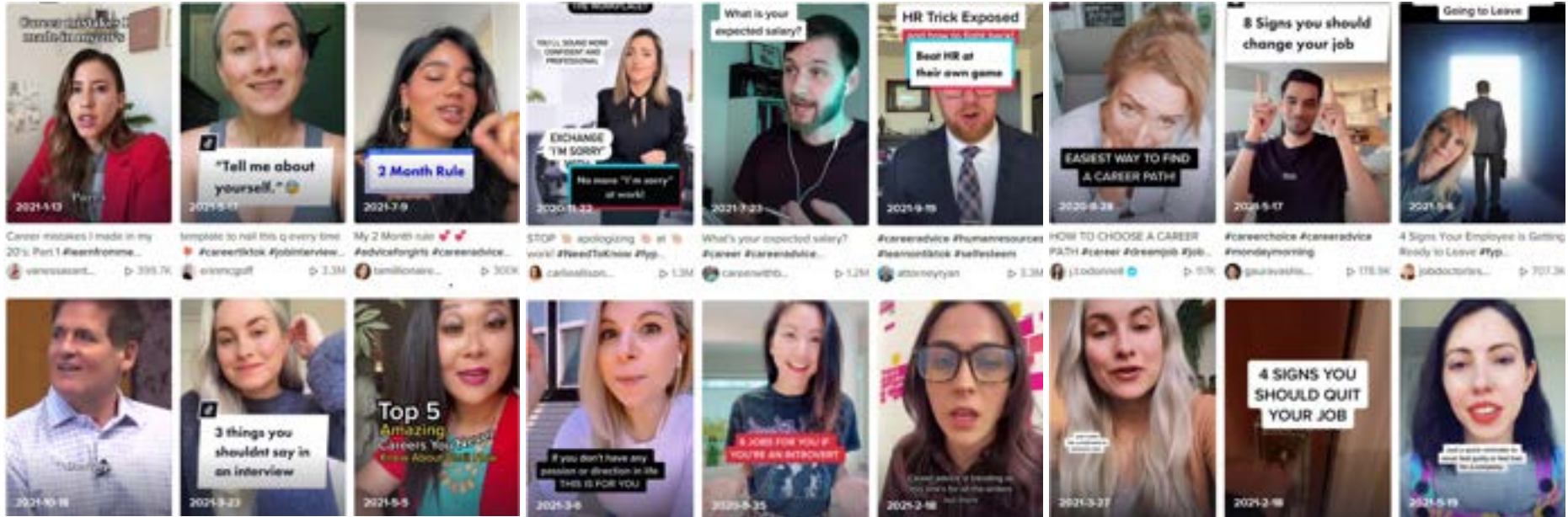
Career Predictions for 2022

Top 10 Career Predictions in 2022

1. Shortened work week rather than pay increases
2. But higher salaries are motivating people to change jobs
3. Embracing hybrid and remote work
4. Emphasis on DEI (Diversity, Equity, and Inclusion)
5. Better manager and employee relationships
6. Adopting technology to minimize managerial tasks such as scheduling, approving expense reports, follow ups, etc
7. Focus on wellness and understanding employees
8. Video interviews are the new normal
9. Loyalty will be nonexistent. People will job hop for better money, more growth opportunities, or simply because they don't like the job they have
- 10. There's a big difference between posting a job and an overall recruitment strategy!**

The **Great Resignation**, also known as the **Big Quit**, is an economic trend in which employees voluntarily resign from their jobs in the masses, beginning in early 2021 and continuing into 2022.

TikTok Creators Promoting #careeradvice #careertiktok



TikTok Creators Promoting #redflags





Setting the foundation

What is a
recruitment strategy?

Recruiting is like marketing!

A recruitment strategy is a clear plan that explains what roles you'll recruit for, when, why and how. Hiring has now become all about the candidate experience so treat them like customers.

Recruitment pain points

Determine your pain points when it comes to recruiting:

1. Not sure what kind of candidate you are looking for
2. Writing a compelling job description that will convert
3. Being able to reach the right audience
4. No easy way to review resumes and screen candidates (FOCUS Employment Services can do this)
5. Not sure where to post the job listing (FOCUS Employment Services can do this)
6. Interviewing
7. Training (FOCUS Employment Services might be able to help through job trials)
8. Other?

Recruitment planning

Your Recruitment plan outline:

- ✓ **Analyze.** Your business needs as well as your overall goals and objectives
- ✓ **Identify.** Your Value Proposition and brand story
- ✓ **Determine.** Your best recruitment method to reach the right candidates
- ✓ **Secure.** Provide a competitive salary and opportunities for personal growth within your business
- ✓ **Establish.** A training budget to develop and enhance your employees' skills and knowledge

Who do you really want?

Define your goals for the perfect candidate:

1. **Can do.** A resume and references will tell you if the candidate can do the job
2. **Will do.** Your job description will outline what the candidate will be doing in the role
3. **Will fit.** Truthfully outline and define the company culture to assist with attracting the right candidate

What makes your
company *stand out*?

It's no longer us asking
"Why should we hire you?"

It's now candidates asking
"Why should I work for you?"



Showcasing your brand can attract a higher number of candidates.

Glassdoor reports that 84% of job seekers say a business' reputation is very important to applicants.

Your branding should portray the identity, personality and working culture of your business. This helps candidates see why they should choose you over a competitor, and it creates a positive sense of loyalty with your business.

What are your 3 values to form your culture?

1

2

3

WHAT YOU GET WHEN WORKING WITH US

OUR HUMAN TO HUMAN APPROACH



Inclusion



Integrity



Optimism



Creative Solutions



Guidance



Collaboration

Create a positive company culture

1. Define your values and goals and communicate them with your team
2. Use the term **'TEAM'** instead of 'Employees' or 'Staff'
3. Celebrate all wins with the team
4. Avoid politics in the workplace as this divides
5. Ongoing professional development opportunities
6. Encourage an open door policy and support **boundaries**
7. Prioritize wellness check-ins
8. *Don't hire for cultural fit, hire for cultural add*

I love my job because...

"I feel that I am working with professionals that I can learn from and that they will push me to take on new and challenging opportunities."

"My employer is flexible with my family needs."

"Every team member has a smile on their face. This is a great place to work."

"I feel like management trusts my decisions and supports me in my daily work."

"Freedom to make my own decisions and not feel pressured to conform."

"I am treated with respect, given daily encouragement, and paid well."

"I get great satisfaction in being in a role that I can make a small difference in someone's life."

"I love the open door policy and flexible schedule."

"We are all working toward a common goal."

Storytime!

*Team wellness
check-ins are crucial
and what I did wrong*



From workaholic to 'chillaholic' for me and my team

1. Started leading by example and allowed a more open dialogue
2. Wellness check-ins with the team
3. Created a management team to handle client interactions and the team
4. Weekly management calls going over each current project so everyone is on the same page
5. Created better processes for onboarding
6. Hired a PM to take over all task follow ups and some of the tasks I was doing
7. Team personal development days once a month
8. Much more transparent with the team about the status of my mental and physical health
9. Adhering to meeting times. Stopping on time, every time
10. Demonstrated that this is a work in progress but so worth it

Lead by modelling

*Trust me, they are watching
as you lead. Your company
culture is everything!*





When your team feels seen, heard, and supported, they are more loyal to you and your business.

—

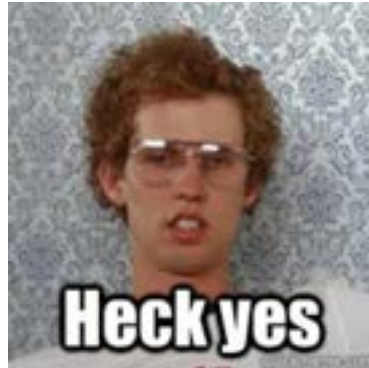


Pop Quiz!

Pop Quiz

*Are you an awesome company
to work for?*

Pop Quiz



Pop Quiz

*Does your team love
working there?*

Pop Quiz



Pop Quiz

*Are you clear on who you
need to hire?*

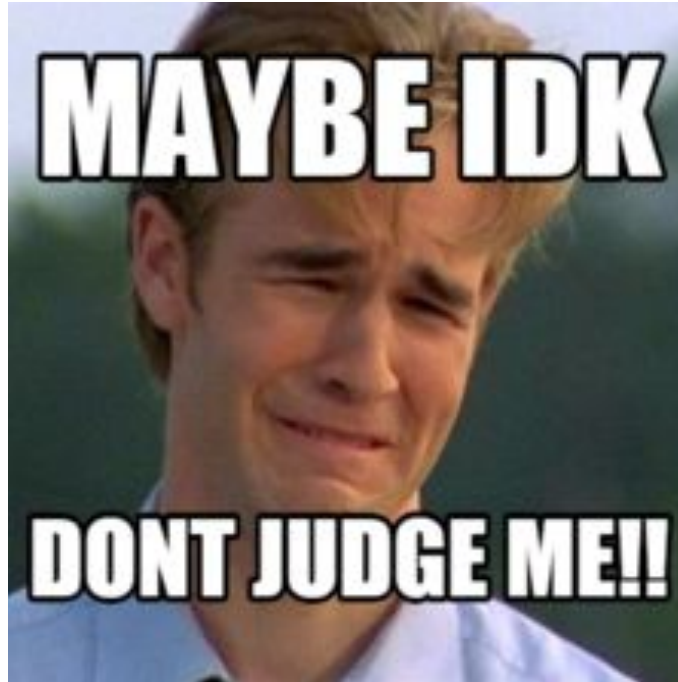
Pop Quiz



Pop Quiz

*Are you showcasing
your company culture?*

Pop Quiz



Let's start showcasing your culture everywhere!

1. Social media including LinkedIn
2. Your website
3. Job posting on your website
4. Job postings on other websites (such as [FOCUS Employment Services](#))
5. Email signature
6. Referral program
7. Through your team



15 Minute Coffee Break

2

Sourcing candidates

Let's talk job postings


Outline of a typical job posting

Think of your ideal candidate and what they would like to see but here are the must-haves:

- ✓ Job title and description/summary (is this job right for you?)
- ✓ Expectations or a 'day in the life' responsibilities
- ✓ Location or if it's remote or a hybrid
- ✓ Specific qualifications and skills. Clarify necessary skills from desired skills
- ✓ Benefits and compensation (sell the sizzle)
- ✓ Disclaimer. Here's mine:
 - *Creative Solutions provides equal employment opportunities. Discrimination of any kind will not be tolerated. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, national origin, sexual orientation, gender identity, disability, or any other characteristic protected by provincial, federal or municipal law.*

Now let's personalize and zhooosh it up!

- ✓ Showcase your brand tone and personality
- ✓ Speak directly to the candidates
- ✓ Speak about your company and why they should work here. Your top 3 values
- ✓ People first approach
- ✓ Talk about growth potential
- ✓ Letter from the president or a VIDEO!
- ✓ Secret word for them to use so you know they really want to work with you (this will help when reviewing resumes as well)
- ✓ Showcase the team and their personalities (if possible). These can be images, bios, testimonials, etc.



We're Hiring!

Contract/Freelance Social Media & Community Manager

If you have a passion for design, communications, and community engagement with creative content ideas and an understanding of business marketing, this role is for you!

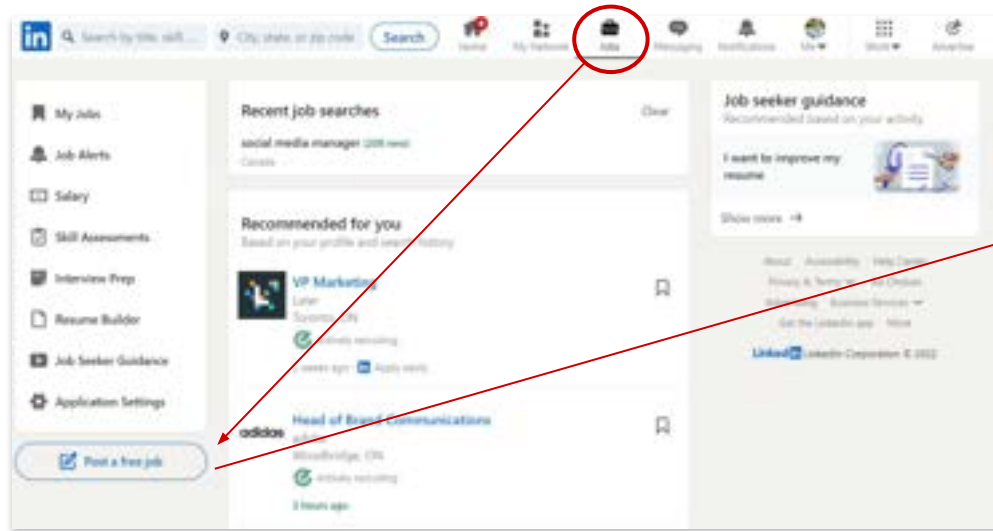
At Creative Solutions, our clients come first, and everything we do is guided by our values, ethics and trust. We hold ourselves accountable to the highest standards by meeting our clients' needs. We are in for the long haul and love collaborating with our clients. Each team member we bring on has a freelancer, entrepreneurial mindset and always thinks about creative solutions we can bring to the table. You are a freelancer at heart but crave the team atmosphere and support.

Creative Solutions is a fast-growing women-led, Canadian-owned and operated virtual agency specializing in User Experience and organic social media marketing. We're looking for our next freelance specialist to join our team of creative, collaborative, innovative, and quirky Social Media Managers.

Next steps - share with the world!

- ✓ Send your listing to [FOCUS Employment Services](#) to post on their job board
- ✓ Post on social media (specific info per platform to follow)
- ✓ Post on your run-of-the-mill job boards (Indeed, Monster, ect)
- ✓ Send to your contacts and ask them to share
- ✓ Share with your strategic partners and ask them to share
- ✓ Send in an email newsletter to your database
- ✓ *Any other ideas?*

Posting on LinkedIn - business page



Find a great hire, fast
Rated #1 in delivering quality hires

Job title *

Company *

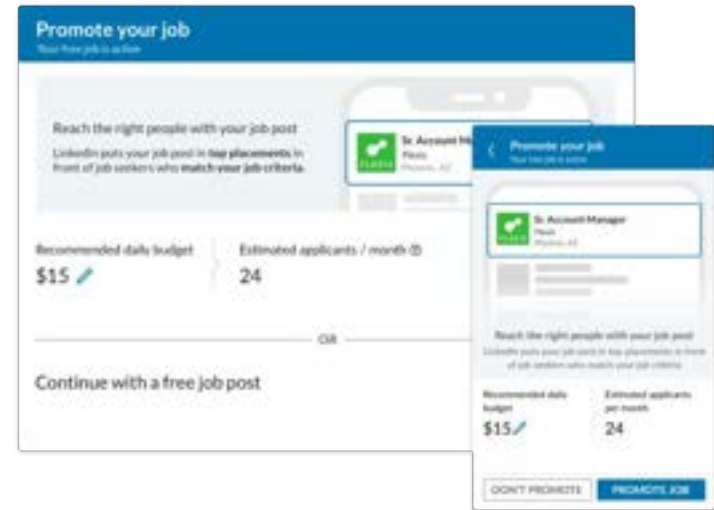
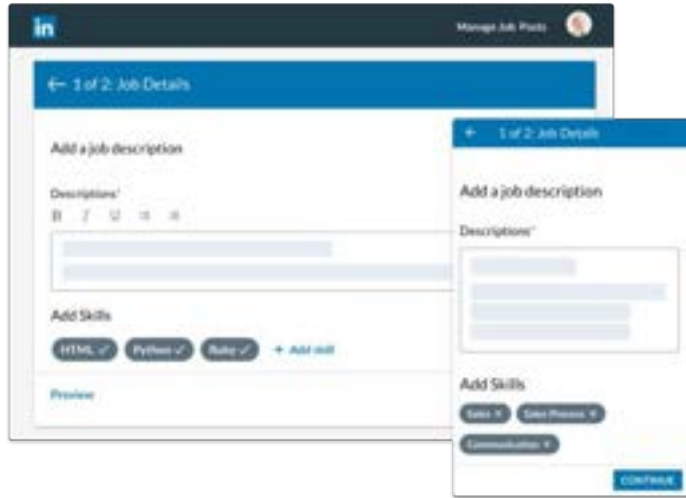
Workforce type *

Job location *

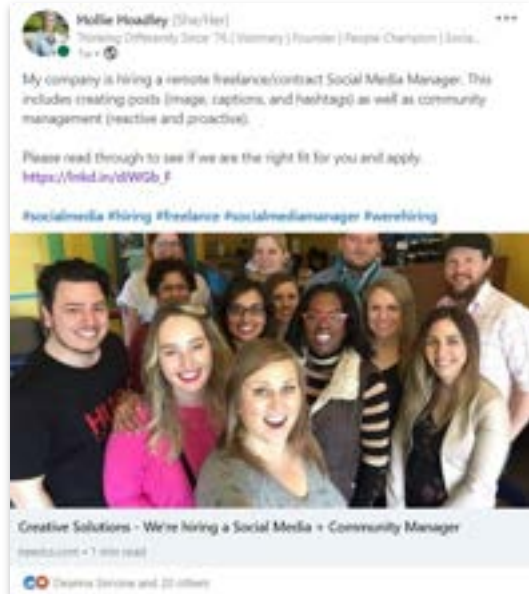
Employment type *

Get started for free

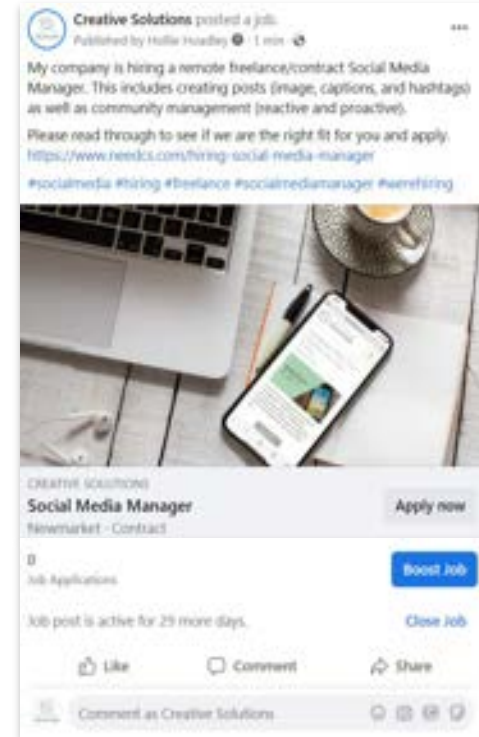
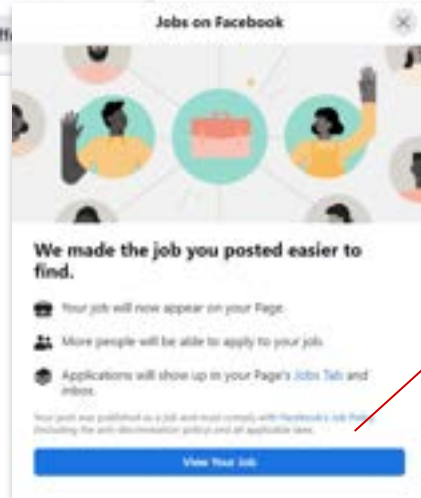
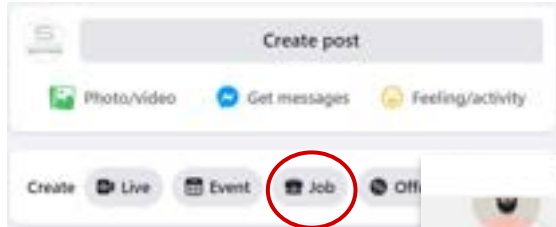
Posting on LinkedIn - business page cont.



Sharing on LinkedIn - personal page

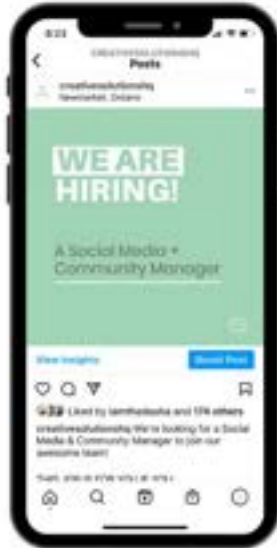


Posting on Facebook



Posting on Instagram

Timeline Post

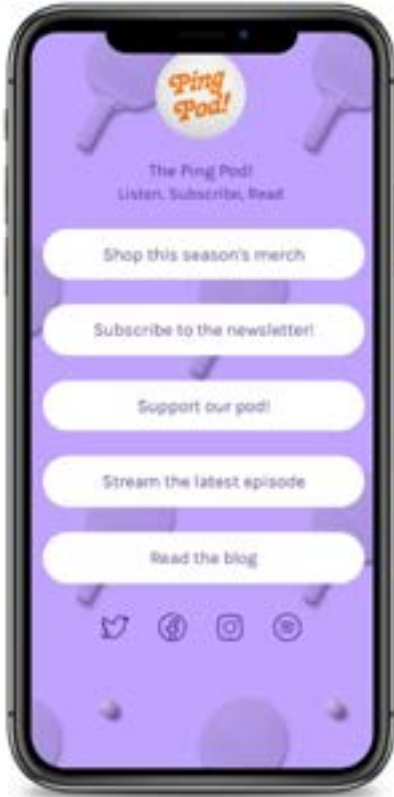


Story with link



Supporting Story





LINKTR.EE
FREE + PAID

A Linktree not only points followers in the direction of your choosing — to your other social profiles, eCommerce store, or job postings you want to feature — but it helps hold followers within your online ecosystem for longer.



WISESTAMP

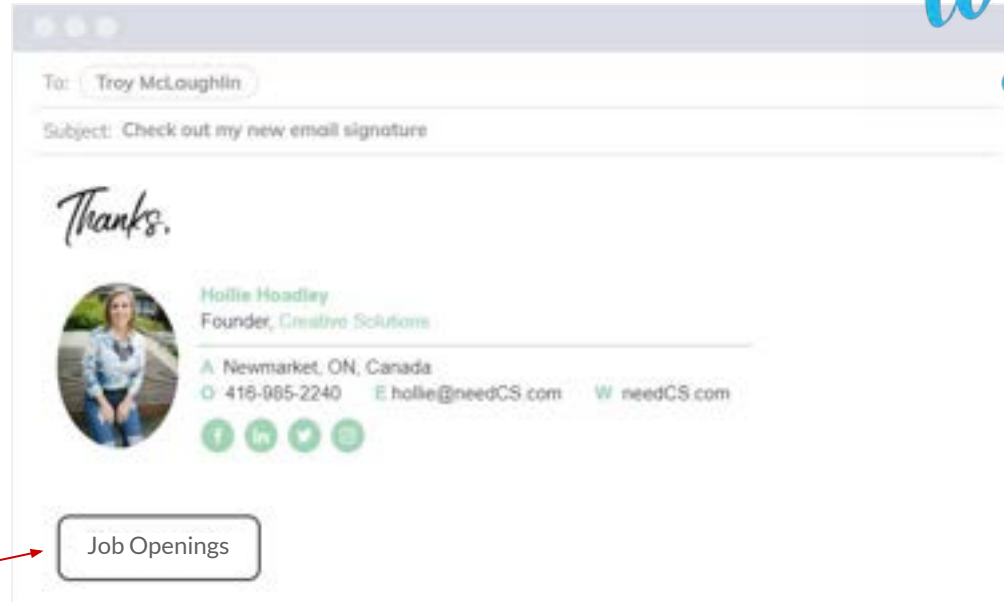
FREE

Create and manage the email signature you need.

Get the most out of your emails with a professionally designed email signature. Unify your brand and turn your emails into a powerful marketing tool.



Wise Stamp



CTA opportunity



TORONTO
E+E ZONE

PLEASE HELP MAINTAIN THE INTEGRITY OF OUR GROWING COMMUNITY

- ✓ FOLLOW GROUP RULES
- ✓ CHECK PINNED POST FOR FAQS
- ✓ BE AN ADVOCATE FOR GROUP VALUES
- ✓ BE RESPECTFUL + CONSTRUCTIVE
- ✓ BE FULLY TRANSPARENT

Toronto Employment + Entrepreneurial Zone
Private group · 53.7K members

About Discussion Guides Featured Topics Jobs Members Events More

Create a Job

About
Our full rules and guidelines

Part-time Contractor/Decorator/Handy/Person/Painter/Carpenters wanted to upgrade apartment units (\$20-\$24 per hour)
Details: <http://bit.ly/29OCEDH>
NOTE: I'm one of the Build Admins for this group & not affiliated with the employer - please apply directly/don't PM me. Thanks

1.1k · Comment

View 3 more comments

Like Reply 1.2k

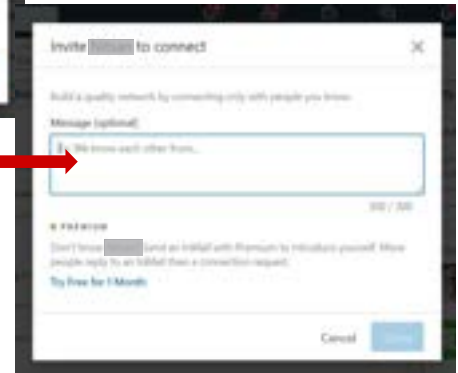
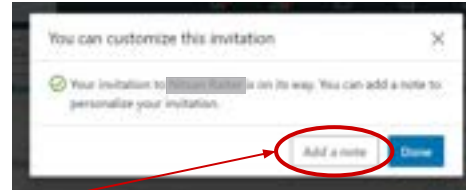
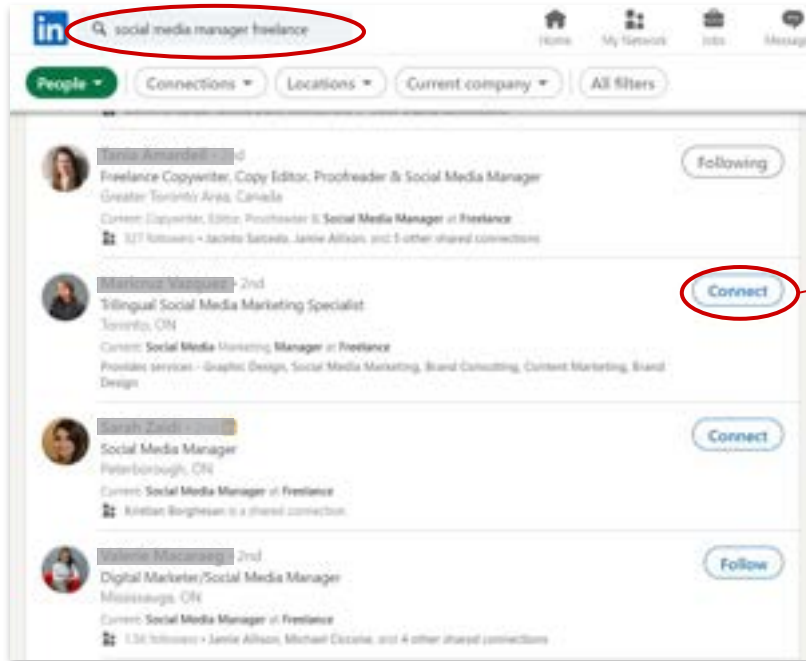
Like Reply 1.1k

Write a comment

—

**Try proactive
candidate connecting**

Proactive job hunting on LinkedIn



3

Selecting candidates

Streamline your Screening process

Screening made easier

This is the first step in your selection process

1. Initial screen of the applications to shortlist the candidates
 - a. What is your screening process? Do you have an evaluation process or checklist?
 - b. Have they read the job posting and followed instructions? *Did they use the secret word?*
2. Phone screen is the second layer. Take notes.
3. Then the interview phase. Use a booking system and send the link to the candidate to book online
 - a. in-person, Zoom, group, one-on-one?
4. Possibly a skills test
5. One-on-one interview with you and the team. Take notes.

Tips to make things a little easier

1. Contact [FOCUS Employment Services](#) for support in handling this
2. You can send pre-interview or survey questions to shortlist candidates even further
3. Create a filter/forward to a specific folder to bypass your inbox by filtering a subject line
4. Screen the short listed candidates on digital platforms and social media looking for red flags and/or confirmation



Streamline your Hiring phase

Hiring phase made easier

1. Let your team decide who should be the next hire
2. Skip the reference checks (unless you have an awesome way to get more info. Tell us please)
3. Contact the candidate right away and offer them a position
 - a. Send the offer letter
 - b. Explain what next steps are
 - c. Outline what is expected for onboarding and training including how long it will take
 - d. Send them the team handbook
4. Set them up for success with a training buddy and send the email introduction once offer is signed

4

Onboarding
candidates

Onboarding made easier

1. You have set them up for success with a training buddy and sent the introduction email but make sure you are also available for any questions
2. Set up a team meeting to introduce the new hire to the entire team. Do something special like give them a swag bag or gift basket
3. Ensure they have all training materials, equipment, FOB's, etc.
4. Create a 7-day, 30-day and 90-day success plan and book these review meetings with the new team member
5. Get them up to speed on the company culture and talk about your 3 values often

—

Recap

Recap

1. How to leverage your current resources, technology and your brand for your recruitment needs
2. How to showcase your company culture to get the right candidates
3. Assess candidates by maximizing online tactics
4. Tips and tricks to simplify your selection process while still maintaining a people-first approach.

Good luck!

Q & A time

Presented by Hollie, Creative Solutions

