



# Building your TEAM



# Recruitment Landscape Quiz

- Let's test our knowledge with some questions.



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# Target



- Define your audience
- Understand what you are up against: Supply and Demand (Labor Pressure)



# Engage

- What is an Employment Brand and why do I care?
- What to include when you advertise
- What do Walmart and Coca Cola know that we don't?



# Attract

- How and where do people search for jobs? Why do they behave that way?
- How do you react to the behavior of my potential candidates?
- Passive vs Active?



# Maximize

- Asking good interview questions
- Keeping a warm bench
- Following up on the process – your applicants are also consumers





# Contest

- Publicity combined with internal contest
- Internal awareness of status/progress
- Office & Field staff joined in teams



# Communication

- Message Success
- Involve their knowledge
- Contact & listen



# Celebration

- Express Appreciation
- Competition Rewards & Prizes
- Good behavior = Extra Attention



# Questions?



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