

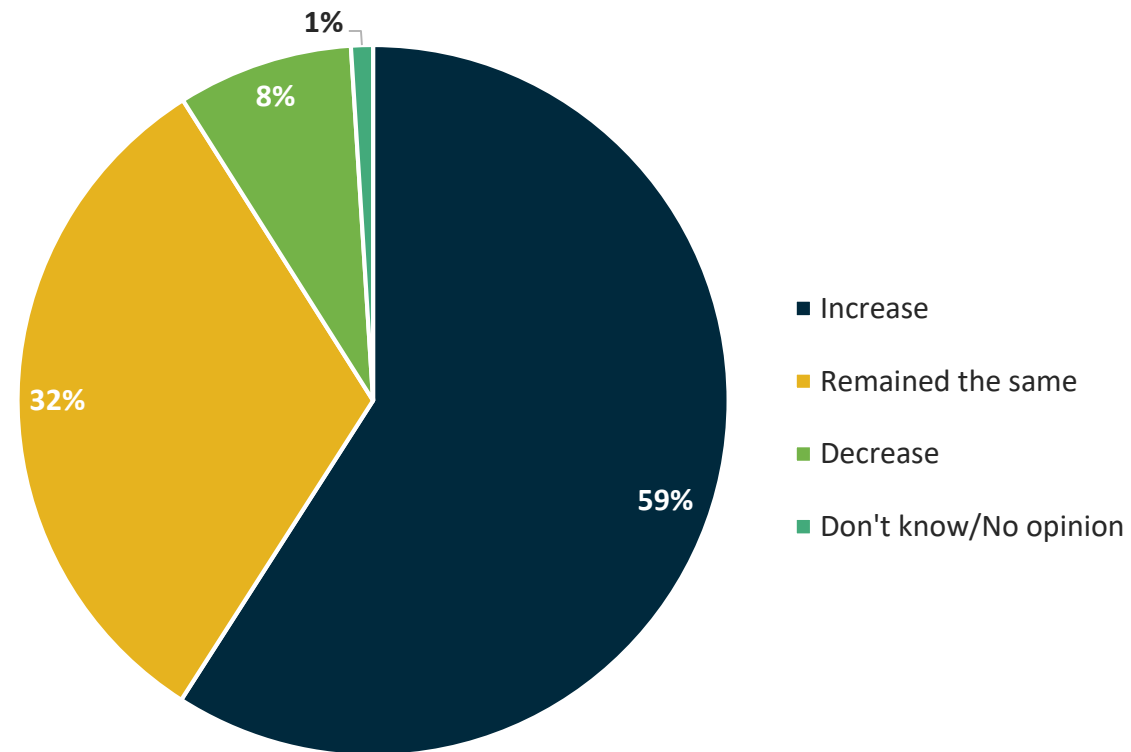


FUTURE-PROOF YOUR TALENT ATTRACTION STRATEGIES: WHAT YOU CAN DO TODAY TO HIRE TOMORROW

Jill Silman Chapman, SPHR, SHRM-SCP

Need for qualified talent is high as SMBs expand their workforce

Nearly 6-in-10 CEOs plan to expand their workforce in the year ahead.



Source: October 2020 Vistage CEO Confidence Index survey n=1,247

Placing people in positions is easy

Finding the top talent who will take your business to the next level is another story



Branding

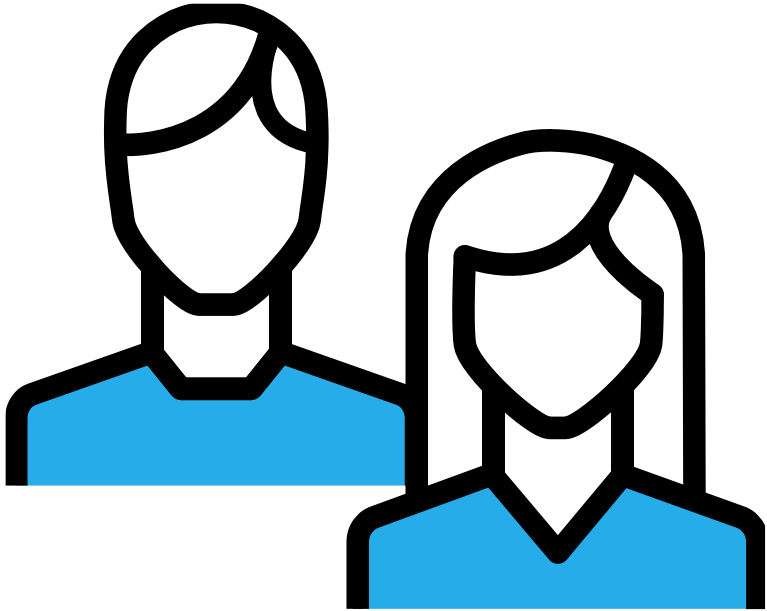
4 Ways to Help Define Your Employment Brand

- Start with an outline of your company's core values
- Explain what makes you special
- Do some research within your company
- Perform a competitive analysis or market survey

Attracting Top Talent

- Develop your reputation
- Connect via social media
- Be authentic
- Offer advice
- Make it mobile

The Recruiting Experience



- Ease of application
- Communication
- Applicant tracking

Make sure you point out what makes you different

**RECRUITING
TIP**



Construct Your Team With a Foolproof Plan

- Create a job post description
- List requirements
- Determine salary
- Consider the impact of the job on your company

Dig Deep to Get Better Candidates

- Have a comprehensive job description
- Conduct pre-employment screenings
- Go beyond the surface in the interview



Interview Questions to Ask



Hire for Culture Compliment? Hire for Skills?

- Where are you willing to compromise?
- How much are you willing to teach?
- Which candidate would be easier for you to train?



What about Remote Recruiting?



Increased Employee Expectations

Reskilling and Retention

QUESTIONS?

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