

Recruitment and Retention Strategies

Building the right team and retaining your top talent is key for a successful business and long-term growth. How can you do both?

Recruiting Your Team

- Create a search strategy. A search strategy is where you will define the position, create a job description and job posting, develop a recruitment plan, and plan for screenings.
- Develop a recruitment plan. Taking the time upfront to discuss the strategy and develop the required materials will pay off in the long run, leading you to the right hires.
- Determine your screening process. The goal of the screening process is to assess each applicant with consistent criteria needed to be successful in the position.
 - Resume screen
 - Phone screen
 - Interview
- Communicate with candidates. Plan how you will effectively communicate with candidates during each phase of the process.
- Don't think you can change your hire. They might be a perfect cultural fit with your business, but if they don't have the right skills coming in, the time and money you spend training and getting them up to speed will outweigh what you spend in a longer search for the right hire.

Retaining Your Team

- Never stop training. Training today is an investment in the future of your business.
- Ask for feedback. This will help your employees feel empowered and engaged. They often see challenges before you will and often have innovative solutions for the challenges.
- Conduct employee surveys. Knowing answers to questions like what parts of your job are most rewarding or challenging can aid you in tailoring your training and development opportunities to benefit the program and the employees.
- Offer small perks to improve retention.
 - Bagel Friday's
 - Team Swag – shirts, mugs, pens
 - Semi-annual team outing

For additional questions and support, contact SPARK Learning Lab:

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