

# A Small Business' Guide To TALENT ATTRACTION

*Tips and tales from & for employers on attracting talent and employees.*

## KEY RECOMMENDATIONS

*Hire Direct – the game has changed*

- All companies with hiring issues, hire almost exclusively through temporary agencies. Firms that state they hire direct don't usually have as significant of employment issues. Hire through multiple channels for best results.

*Ask Employees*

- Current employees will know exactly why or why not your firm can hire.

*6-Month Paradox*

- Most employment agencies screen out people who haven't worked in the last six months. This eliminates 35% of available applicants, most candidates do not know this rule exists. Again, hire through multiple channels for best results.

*Website*

- Keep it simple and easy to use. Allow applicants to upload resumes as alternative to re-writing all the info into a form

*Attract Employees*

- Firms are starting to advertise in northern Wisconsin. Some areas are providing transportation to attract workers out of Milwaukee.

*Work with what you have, start by assessing your hiring process and how you can change it to work better*

- There ARE people looking for work. Some companies are not having issues. If your firm is, you need to look at your process and how you can make your workplace more attractive for quality, dependable talent.

*Use your local Job Center Resources*

- Contact your local Job Center for additional access to resources through their services. Don't forget to post your job openings on the Wisconsin Jobs Site for free. <https://jobcenterofwisconsin.com/Presentation/Employers>

## POSTING AND APPLICATION TIPS

*Use simple job titles such as "general labor" or "general production"*

- Job titles today are inflated to state value, but are so specific that they mean little to a candidate. Many job searchers believe jobs are more complicated than they really are – or no jobs show up in their search. Use Simple job titles to appeal to broader candidate pool.

*Allow multiple options for how to apply.*

- Companies often turn away walk-in applicants by either telling them to go to a website or a staffing agency. Instead, it should be suggested that these applicants complete an application at the company on the spot.

*Using Employee Referrals*

- Referrals can be a key source of hiring, but many employees give inaccurate referrals as they are not properly informed. Employees should be educated on how to apply, what jobs are available, and should be offered incentives for referrals.

*Complete ALL Job Posting Information including wage scale or range*

- Make sure to include all relevant information about a job when posting it. Many postings leave out work hours/days, full/part time, temporary/permanent, pay range, and benefits.

*Underselling*

- Many companies undersell their openings and fail to deliver the right message. Those people looking at your website and career center are interested in working for you. Show them their interests are in the right place.

## WEBSITE MANAGEMENT TIPS

*Ask for candidates to fill out an on-line application (with form) or upload resume.*

- The average middle-aged applicant has never made a resume before. The term "application" is more formatted and easier to use. Many other applicants have resumes already prepared. Offer the option for either.

*Stay on company website.*

- Nearly all companies who reported hiring issues, push people to a 3<sup>rd</sup> party pre-built sites (with lots of bells and whistles) to apply for a position. The average non-savvy computer user is told to stay clear of 3<sup>rd</sup> party sites.

No "login" information. They are applying for a job, not on-line bill pay.

- Candidates are filling out dozens of resumes online. They can easily skip over your website if you make it hard. The way people respond and click through websites is a science and art.

The average person is not computer savvy.

- Ensure you can navigate to job area and apply with ease. If it gets too difficult to figure out, you will probably lose them. Be sure to provide clear instructions on how to apply.

Post entry-level jobs on your website.

- There are firms saying they need 20+ entry-level positions filled now. They do not have these positions "general production" positions on their website. Instead you can only find them on an employment agency website - be sure to post these openings on your site with an easy to apply link.

Staffing Agency Postings can be confusing

- Staffing agencies are out marketing your company. They are posting your positions on-line job boards, newspapers, thus complicating and confusing applicants on what they are applying to. Work with them to be sure their postings do not create confusion.

Keep websites up-to-date

- Make sure your website adapts with changing internet browsers and overall technology so as it is available and working for every possible applicant

## AFTER HIRING

Training Managers

- Putting resources into training mid-managers to develop better skills and knowledge can help stifle employee turnover.

Integration

- When employees leave, discover the reasons and try to fix any moral issues in those departments with high turnover.

Expectation Gap

- Be clear when stating wages if a wage can only be reached after experience or training. Do not false advertise or trick advertise wages.

## EMPLOYEE TRANSPORTATION ISSUE?

Provide Transportation - vRide

- vRide is a company that offers convenient transportation for employees who do not possess it. Milwaukee to Sheboygan Van Service or Brown County to Billion
- Some workers in Milwaukee have access to van rides to their jobs in Sheboygan thanks to the Sheboygan County Economic Development Corporation
- Employers offer buses from Metro centers (Green Bay, Milwaukee) find it easier to recruit from these areas.

## ADDITIONAL CONSIDERATIONS

<i>What some companies are SAYING</i>	<i>What some companies are DOING</i>
We need more people interested in manufacturing careers.	Manufacturing candidates screened out due to lack of experience. (Including people under 25).
New employees are no longer loyal, many just stop reporting for work.	Bulk of hiring through "temp" agencies, firms are initiating the non-loyal relationship.
We need pipelines of trained talent.	Limited preferential hiring treatment for candidates who went through employer sanctioned training.
Can't find skilled workers that are "ready" to work.	Ordering custom production equipment that no one could have experience running.

## SHARE THE QUALITY OF LIFE IN THE NEW NORTH

Guide to information about benefits of living in the New North region.

- On-line guide at <http://thenewnorth.com/life-in-the-new-north/>
- Hard copies of the Life in the New North guide are also available, by contacting the New North Office