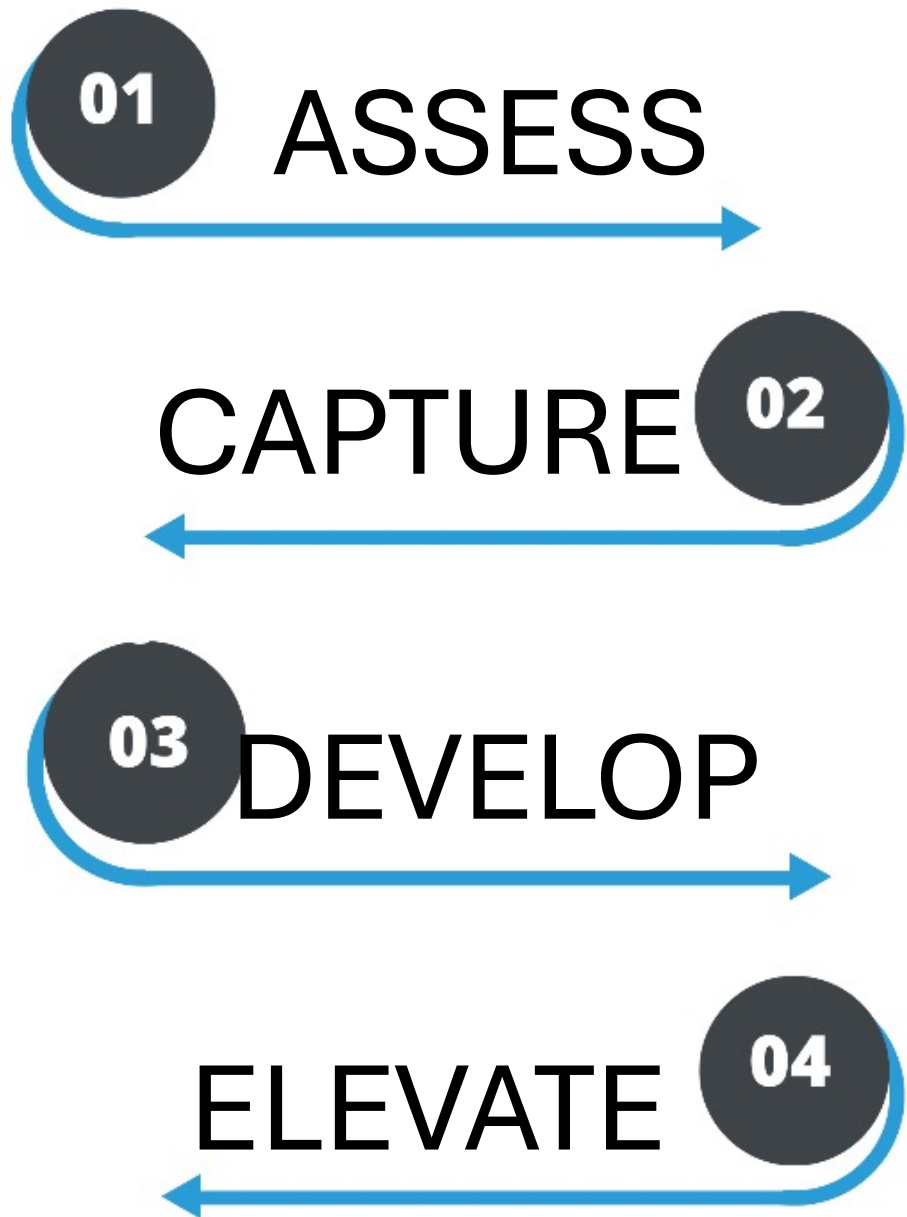




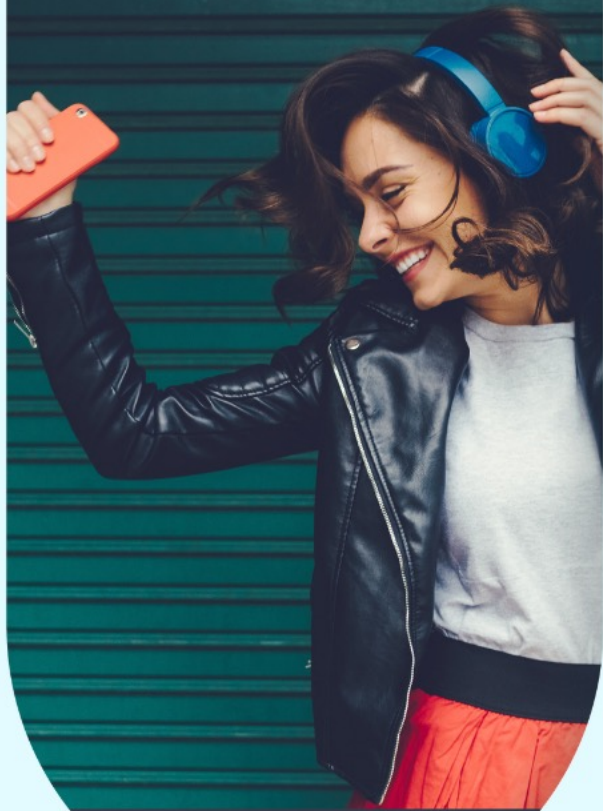
Attracting & Retaining

the NEXT Greatest Generation

Kristin T. Scroggin, genWHY.com



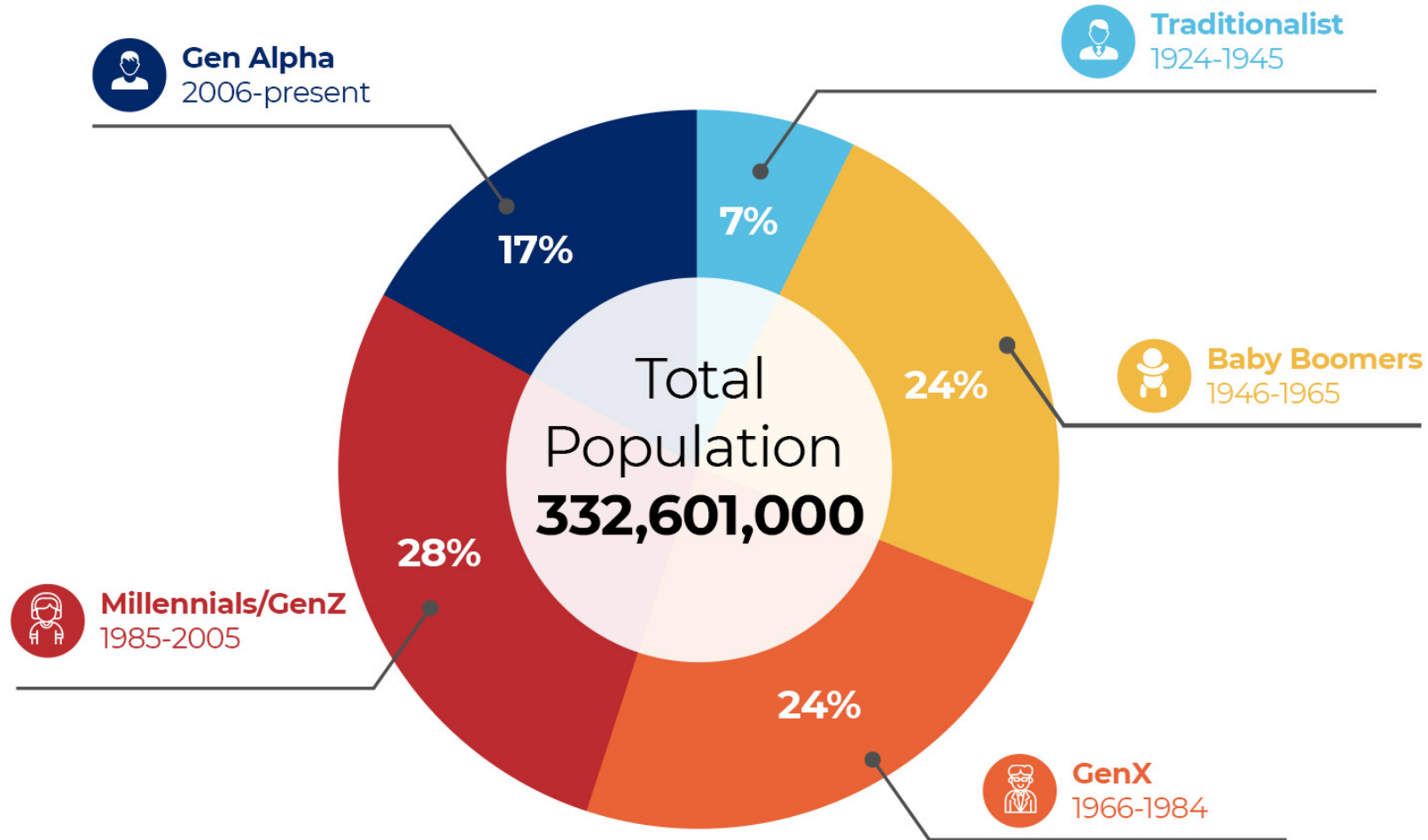
Roadmap To Attracting & Retaining Talent



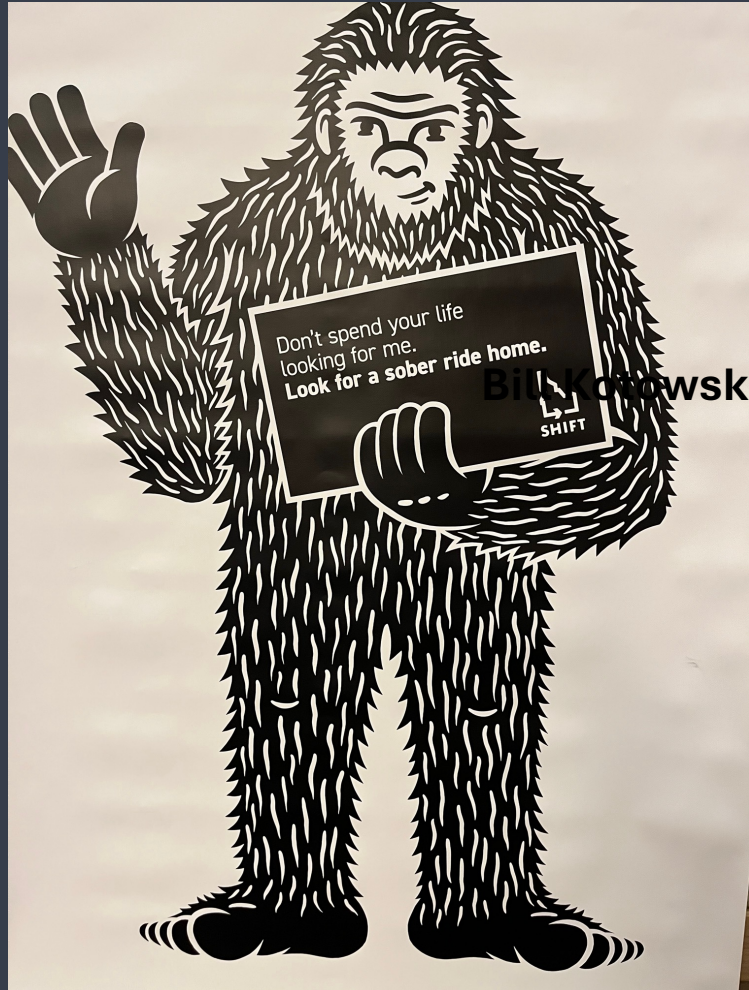
CAPTURE

Finding the RIGHT people up front will help your turnover rate and increase chances of engagement.

Breakdown of Generations in the US

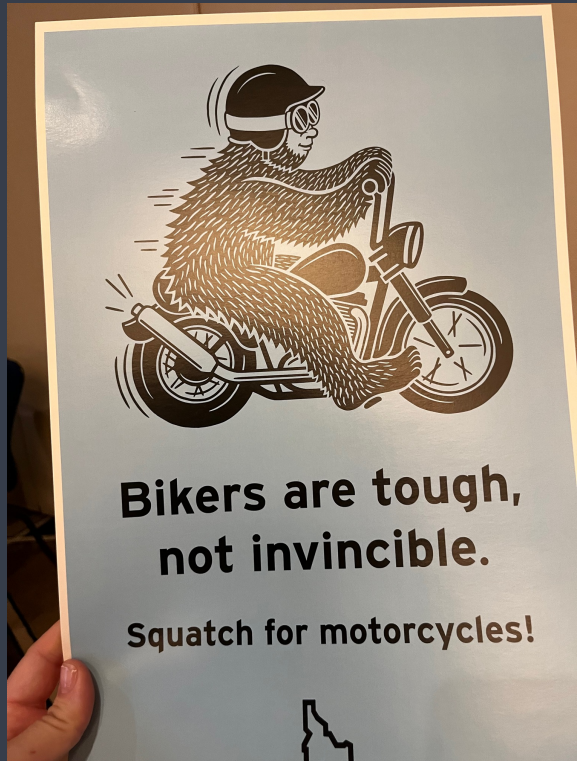


Yes. You need to BRAND now.

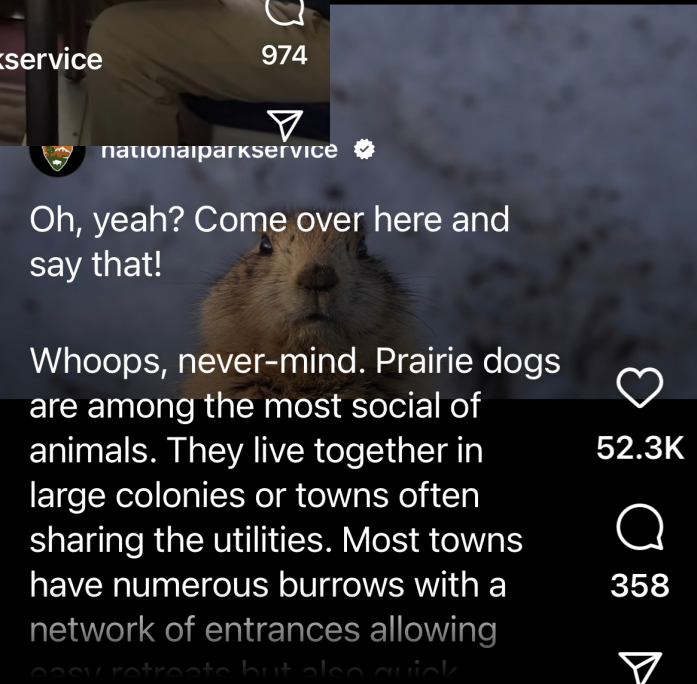
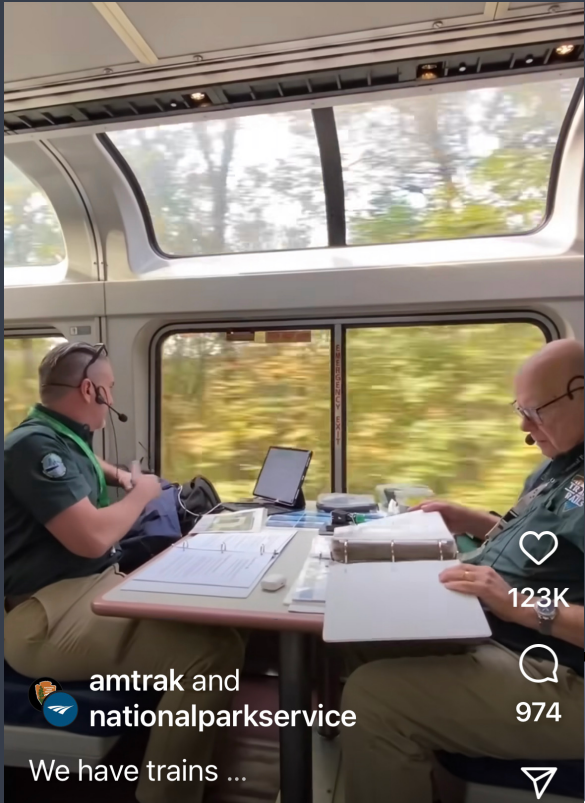
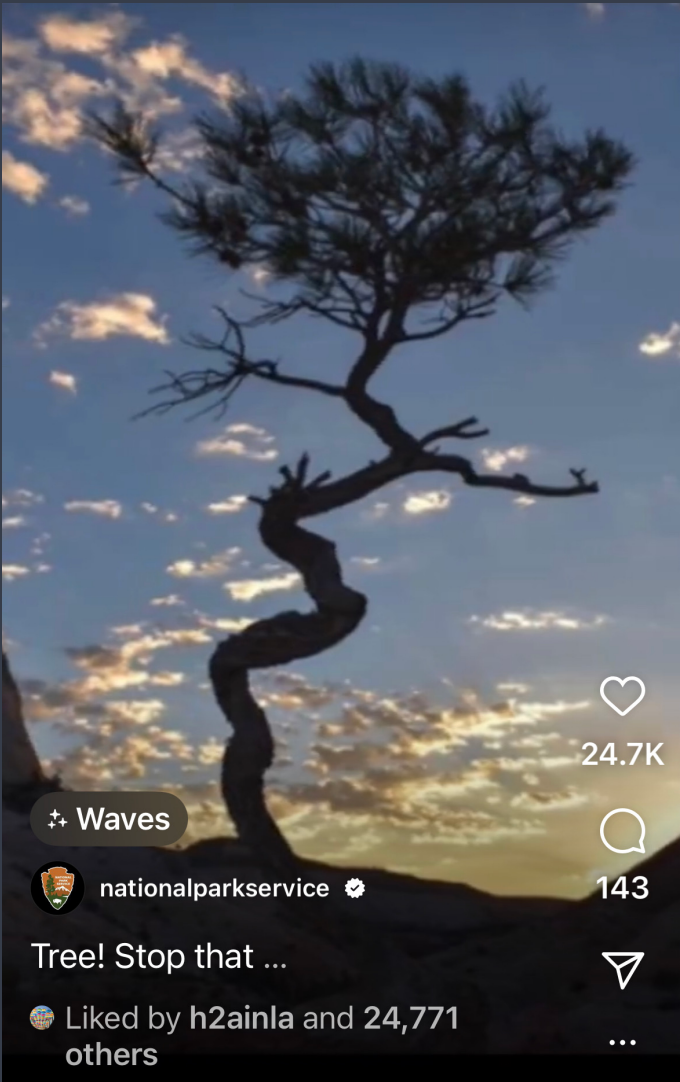
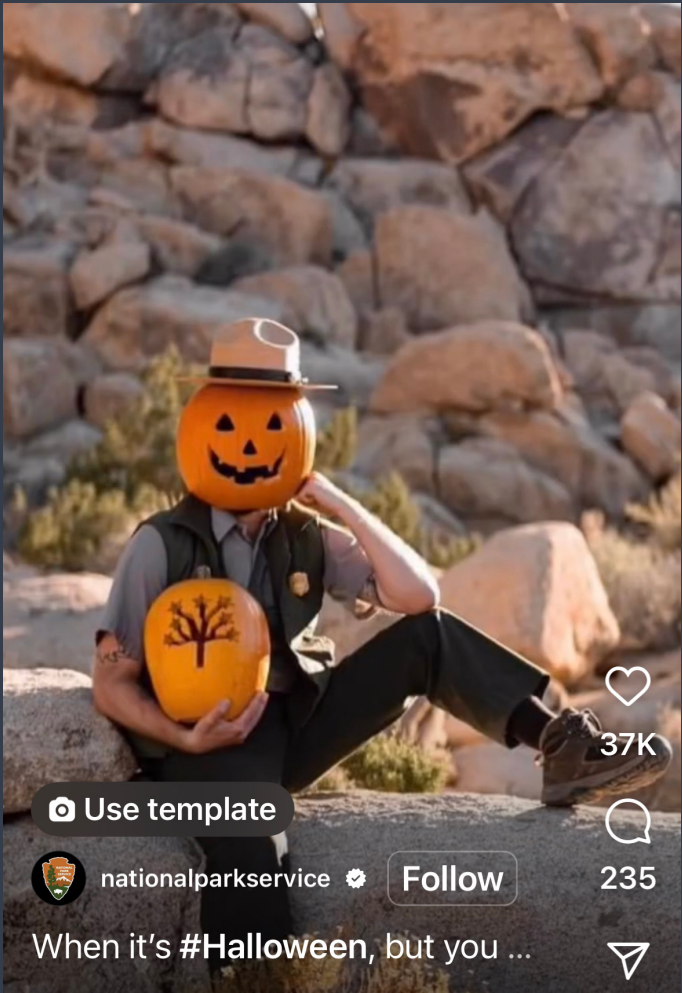


Meet Stanley
Brainchild of **Bill Kotowski**,
Grants & Contracts Officer
for Idaho Transportation
Department

(ps he has a baby named
Lolo)



National Park Service on Instagram



Branding & Social Media



Table Talk Question:

- What are some best attracting practices you have seen or have been using that you can share with your table?

Uhhhh About your Application Process...



1.

2

3

4

Check your Posting

- Job description correct?
- Ableist language?

YOU are the Organization

- Every interaction with you shapes how they perceive working for the organization.
- Just because they're not right for you doesn't mean they're not right for the state.

Interview Better

- Can you see them fitting into this team?
- Can they really do what they say they can?

No Ghosting

- Rockstars don't wait
- Checking in via email
- Use a template on the handout for quick replies.

The 10 ABILITIES



- Self-Sacrifice
- Organize/Prioritize
- Work in a Team
- Resolve Conflict
- Listen Actively
- Handle Pressure/Deadlines
- Self Monitor
- Self Regulate
- Adapt
- Communicate

INTERVIEWS

Table Talk Questions:

- What are some things you need to consider moving around in your interview process?



DEVELOP

Intentionally develop the hard and soft skills of employees and use preferences to communicate.

salary in my
preferred range

health
benefits...

flexible
working hours

learning and
career...

401K matching
program

opportunities
for advancem...

ability to
work from ho...

more holiday
time-off

more than
three weeks ...

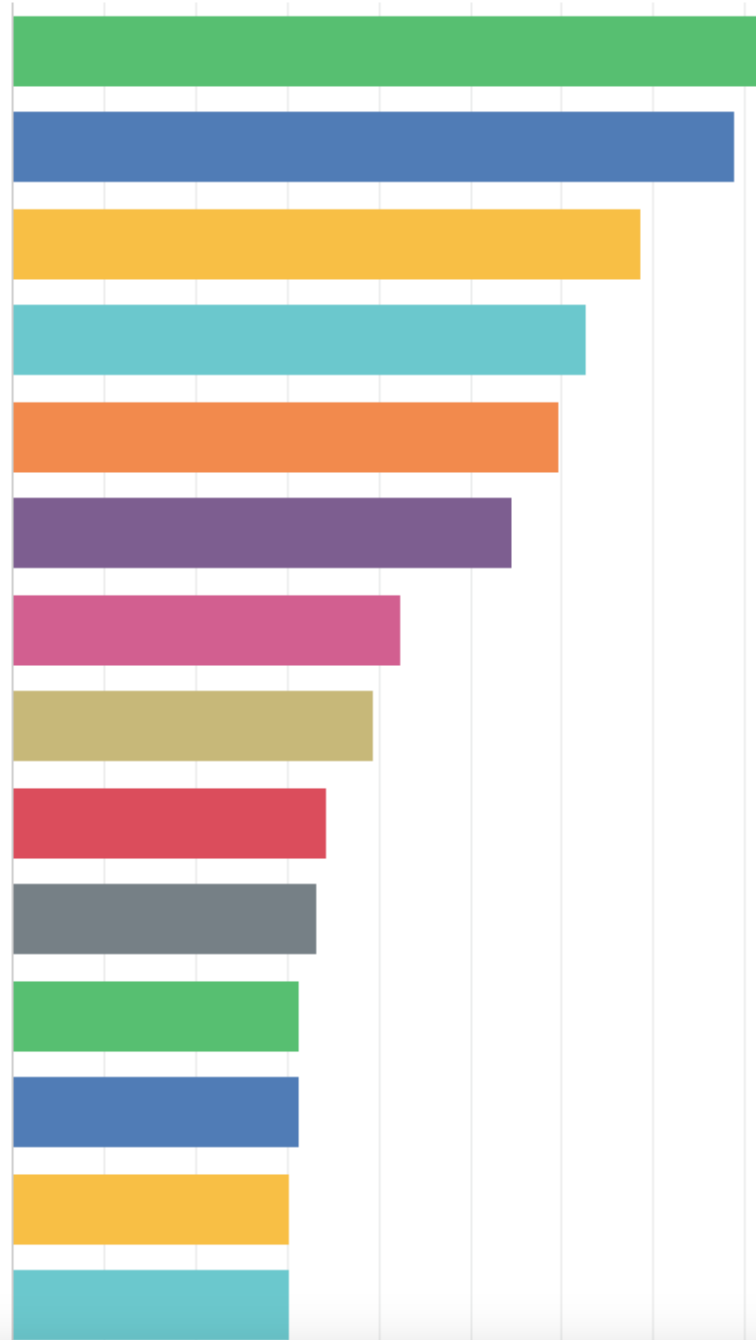
leadership
training

mental health
benefits...

additional
education...

mentor in the
company

personal
office space...



TOP 4 SKILLS



Conflict Resolution



**Taking Risks &
Initiative**



**EXCELLENT vs
Good vs Average**



How to Manage Time



How to Resolve Conflict



Book Rec: Crucial Conversations:
Tools for Talking with the Stakes are
High by Kerry Patterson, Joseph
Grenny, et al

- Playdates
- How to admit when you're wrong and OWN your part.
- HOW & WHEN TO PRESS PAUSE IN A CONVERSATION.

Taking Risks & Initiative



- The RISK of the 12ft slide.
- Faux self esteem comes from being told your great. REAL self esteem comes from overcoming hard things.

EXCELLENT VS GOOD VS AVERAGE



- Chick fil A is CLEAR on their standards
- Clarity on standards and expectations.
- Slippery slope when you “let it slide”

Managing Time

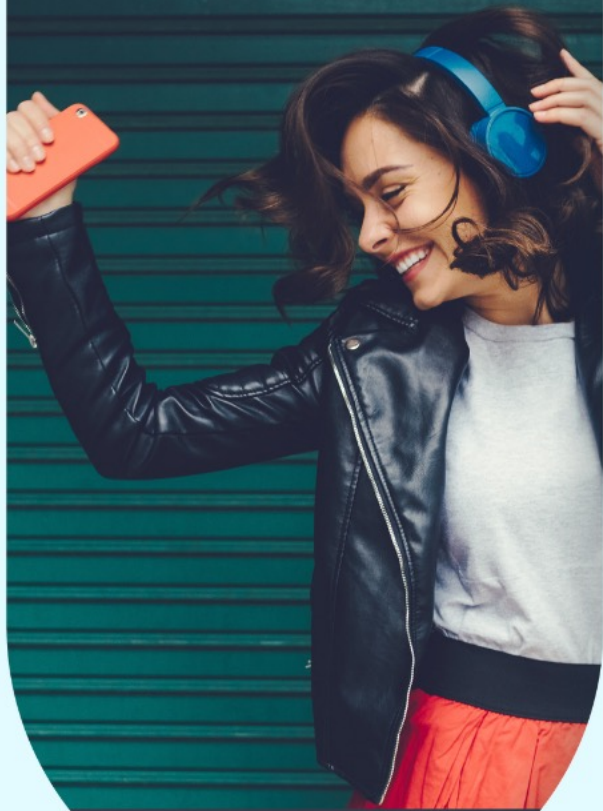


- Streetlights on or Dark = COME HOME
- Hard deadline, strictly enforced, kids had tools (watch), learned to manage time.
- One of the top trainings you need to get into your employees' hands is how to budget and schedule TIME.

Onboarding

Table Talk Questions:

- Onboarding is vital to setting the tone and the culture for your department. What will you begin to implement since participating in this workshop?



ELEVATE

PUBLICALLY tap
potential leaders to
your leadership
development program

FUTURE LEADER PROGRAMS VS MENTORSHIPS



- Rhonda vs Brittney
- Leadership Program will go better than a one-to-one mentorship.
- Make a big deal about selection. **MAKE THEM FAMOUS** in your org!

Community Outreach



- **Develop outreach committees = Low level leadership opportunities**
- **Empower to make decisions**
- **Generate Content for Social Media**

“STRUGGLE TIME”

Struggle Time temporarily
DELAYS GRATIFICATION
and empowers your
employees to find the
answers themselves and
use you as a secondary
RESOURCE.



(GRAB YOUR CELL PHONE AND TAKE A PHOTO OF THIS SLIDE!)



 **genWHY Communications**

 **@genWHYcommunication**

 **Kristin@genWHY.com**

 **www.genWHY.com**

Get Your Review Handout Now



<https://mailchi.mp/genwhy/get-your-attracting-retaining-handout>