



STRATEGIC RECRUITING  
—



SALSBURY & CO.

# Recruiting Great Talent

# Strategic Recruiting

FIND THE RIGHT TALENT,  
AT THE RIGHT TIME,  
WITH THE RIGHT SKILL SET.

Kyria McGill, MBA/SHRM-SCP  
Founder & Lead People Guru  
CLM Business Solutions



# Kyria McGill, MBA/SHRM-SCP

Founder & Lead People Guru



Founder and Lead People Guru with over 20 years experience in a variety of industries providing strategic and culture focused support in creating a culture that is engaging, educational, and empowering.

We create strong HR foundations, teambuilding events, training, culture focused strategies, and so much more!

Strong culture = higher profits!

Check us out at [CLMBusinessSolutions.com](https://CLMBusinessSolutions.com)



# The High Cost of Turnover

- ## TURNOVER RATE

- 1 out of 4 employees

- ## COST OF TURNOVER

- Average cost to hire is over \$4k per person
- Average salary cost is ~33% of annual salary

- ## WHY DO THEY LEAVE?

- Estimated that 77% of all turnover could have been prevented by the employer

# Why are they leaving?

## APPRECIATION

~79% leave due to lack of appreciation for their contribution and efforts

## OPPORTUNITY

~24% leave due to lack of opportunity for promotion or continued education

## BALANCE

~54% cite work-life balance as a factor in leaving

## LEADERSHIP

Listed as the #1 reason people leave an organization

Statistics from SHRM, Gallup, & OC Tanner





# Meet Jane

## BEST EMPLOYEE EVER!

Jane has been with your organization for quite a few years. She knows her job inside and out. She is on time, focused, efficient, and she is respected and appreciated by clients and co-workers alike. Essentially, she is the best.

But Jane is leaving. She has been offered the opportunity of a lifetime and now you need to fill her position.

# Recruiting

(the old way)

## POST THE JOB

Write a post.  
Post it on all platforms.  
Cross fingers.

## INTERVIEW THE BEST (AT LEAST ON

Schedule. PAPER)  
Wait.  
Hope they show up.

## SEARCH THRU 1000'S OF APPLICANTS

Start at the top of the list.  
Read through too many resumes.  
Innie, minnie, miney moe...

## SETTLE ON A CANDIDATE

They didn't use their cell phone.  
They showed up almost on time.  
They seem capable.

But wait...

I just want another Jane!



Recruiting can become the  
worlds hardest (and  
longest) "Where's Waldo?"  
game.

And we play willingly!

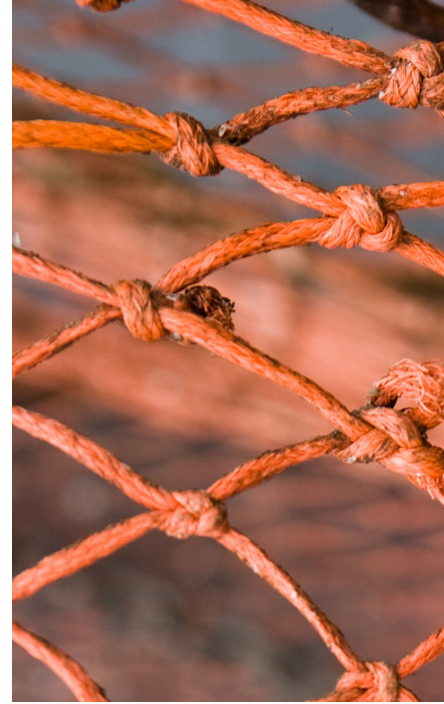
Can you find Jane??



# The 3 big mistakes



NO PLAN



WIDE NET  
APPROACH



LOOKING  
FOR "JANE"

# Create a plan



## PLAN, PLAN, PLAN

We plan for dinner - how could we not have a plan for adding to our team

## DON'T WAIT

You don't need to wait till you have openings - know your teams' strengths and weaknesses (and their goals)

## GET INPUT

Talk with the people that will be impacted by a new team member



# Wide net approach



## BLANKET SEARCH

Once you know what you are looking for  
make your search focused

## MIX IT UP

Be sure to track your succesful and  
not so successful searches

## WORK TOGETHER

Work with a group of interviewers

# Looking for Jane



## JANE IS THE ONLY

Assumption as we want to - there is only one Jane. You will not find another.

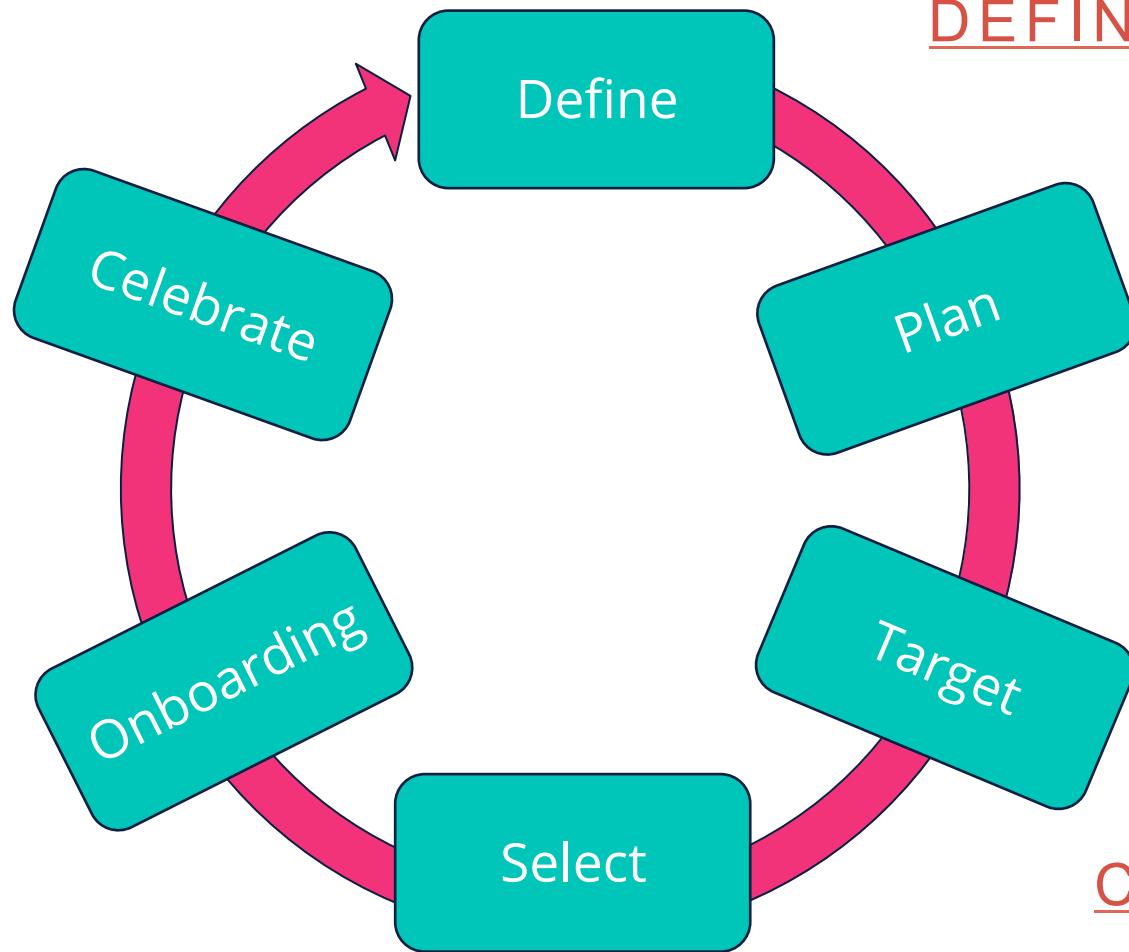
## EXAMINE WHAT SKILLS YOU NEED

List the hard and soft skills Jane contributed (include culture!)

## LOOK AT THE TEAM AS A WHOLE

Each new employee is a chance to improve. Look at the team and see what skills are needed





DEFINE Define the ROLE not the person

PLAN Create a plan - timelines, media, outcomes

TARGET Tailor your messages to each medium - specific to the market

SELECT Don't settle - This is a big decision and a costly one

ONBOARD Start enforcing the culture you want from the beginning

CELEBRATE Make it an event - get everyone on the same side and focused

# Strategic Recruiting



Evaluate, plan,  
reevaluate, plan...



Focused & tailored

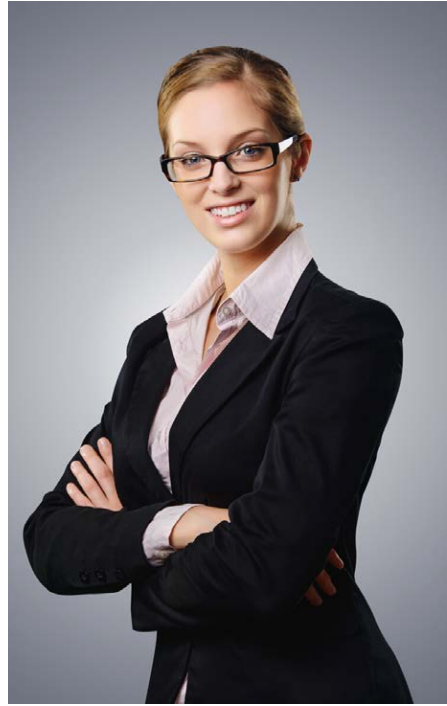


Find the right fit

# A little math...



=



+



=



YOUR TEAM

A culture all their  
own.

JANE

A key member.

STRATEGIC

Plan, target, win!

YOUR NEW  
JANE OR  
JOE!





***Being strategic in your recruiting will help you find the right candidate, with the right skills, that will enhance the team and in a focused, timely, and efficient way!***

The background is a vibrant yellow with a central white circle. Radiating from the circle are several thick, rounded yellow bars of varying lengths and orientations. Interspersed among these bars are small yellow circles and thin, wavy yellow lines, creating a dynamic, sunburst-like effect.

# ATTRACT & RETAIN THE BEST CANDIDATE



SWCA Summit 2020



## ABOUT US



SALSBURY & CO.

Well established and respected Business Management Consulting Firm providing CEO/COO level oversight for small business, full-cycle bookkeeping and payroll, Human Resource Management for small business, and Medical Billing.

A recognized leader in the business community, April Salsbury offers a unique blend of executive acumen and management experience as the Chief Executive Officer of Salsbury & Co, a business management consulting firm in Vancouver, WA. Prior to her current role, Salsbury served as CEO of MedCure, growing the organization from one location with 15 employees to seven locations, including international distribution, with 100 employees. She rigorously worked as an advocate in Oregon and Florida to create accreditation standards and successfully pass legislation that would provide oversight to an unregulated industry. Salsbury earned her Master of Business Administration degree from Marylhurst University. A lifelong Northwest native, Salsbury enjoys spending time in the great outdoors with her husband and three daughters.

# ○ MEET THE TEAM



MICHELLE MAGOON



KIM CHRISTY



DANIEL MURILLO



JESSICA RANDALL



JEFF GRAHAM



KERI GASAWAY



QUIZ TIME

# TRAITS OF THE RETAINED EMPLOYEE

- ✓ Onboarding & Orientation (Educate & Culture)
- ✓ Mentorship Programs
- ✓ Compensation Packages
- ✓ Perks
- ✓ Wellness Offerings
- ✓ Communication & Feedback
- ✓ Performance Reviews
- ✓ Training & Development
- ✓ Recognition & Rewards Systems
- ✓ Work-life Balance
- ✓ Leadership
- ✓ Teamwork
- ✓ Dealing with Change



○ ATTRACT & RETAIN THE BEST CANDIDATES

# IT STARTS ON DAY 1

- 1) ONBOARDING = TEACHING
- 2) CULTURE CONTRIBUTIONS
- 3) SET THE TONE



○ ATTRACT & RETAIN THE BEST CANDIDATES

# MENTORSHIP

**1) PAIR UP**

**2) DEVELOP**

**3) GUIDE**





○ ATTRACT & RETAIN THE BEST CANDIDATES

# COMPENSATION

- 1) COMPETITIVE
- 2) THINK OUTSIDE OF THE BOX
- 3) FULL GRASP OF ALL BENEFITS



○ ATTRACT & RETAIN THE BEST CANDIDATES

# PERKS

- 1) SO MANY OPTIONS
- 2) INCENTIVIZE
- 3) MOTIVATE



○ ATTRACT & RETAIN THE BEST CANDIDATES

# WELLNESS

- 1) MENTAL
- 2) PHYSICAL
- 3) FINANCIAL



○ ATTRACT & RETAIN THE BEST CANDIDATES

# COMMUNICATION

- 1) OPEN DOOR POLICY
- 2) TRANSPARENCY
- 3) FEEDBACK



○ ATTRACT & RETAIN THE BEST CANDIDATES

# PERFORMANCE

- 1) CONSISTENT FORMAL REVIEWS
- 2) GOAL SETTING
- 3) ACTION PLAN



○ ATTRACT & RETAIN THE BEST CANDIDATES

# TRAINING & DEV

- 1) INVEST IN DEVELOPMENT
- 2) EDUCATION
- 3) SKILLED COURSE / CONFERENCES



○ ATTRACT & RETAIN THE BEST CANDIDATES

# REWARDS

- 1) RECOGNITION
- 2) EXPLAIN HOW THEY HELP
- 3) INCENTIVIZE IDEAS AND INNOVATION



○ ATTRACT & RETAIN THE BEST CANDIDATES

# WORK-LIFE BALANCE.

- 1) FLEXIBILITY
- 2) BE DIFFERENT
- 3) CUSTOMIZE





○ ATTRACT & RETAIN THE BEST CANDIDATES

# CHANGE

- 1) REASSURANCE
- 2) FACE-TO-FACE
- 3) COLLABORATE



○ ATTRACT & RETAIN THE BEST CANDIDATES

# TEAMWORK

- 1) WORK STYLE ACCOMODATION
- 2) INDEPENDENT DECISION MAKING
- 3) CONTRIBUTE



○ ATTRACT & RETAIN THE BEST CANDIDATES

# ACKNOWLEDGE

- 1) SHARE
- 2) CELEBRATE
- 3) REPEAT



# TRAITS OF THE RETAINED EMPLOYEE

- ✓ Onboarding & Orientation (Educate & Culture)
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- ✓ Dealing with Change





T H A N K   Y O U

QUESTIONS?

[APRIL@SALSBURYANDCO.COM](mailto:APRIL@SALSBURYANDCO.COM)

503-850-8411

**Finding Talent...**

☐ EASIER

**Engaging Talent...**

☐ HARD

**Hiring Talent...**

☐ HARDER

**Retaining Talent...**

☐ HARDEST

# Finding Talent...

- ☐ ATS
- ☐ Social Sites
- ☐ Professional Associations
- ☐ Job Boards
- ☐ Job Postings
- ☐ Employee Network
- ☐ Internal Talent
- ☐ Former Employees
- ☐ Trade Schools/College/Universities/Alumni
- ☐ Events
- ☐ Corporate Website
- ☐ Recruiting Agencies
- ☐ Competitors
- ☐ Community
- ☐ Geographically

**Not Everyone is Everywhere**





# Your ATS is a GOLDMINE

- Helps eliminate stress by automating and streamlining the process
- Can provide cross posting, social engagement and brand recognition
- Eliminates admin tasks; saving time & money
- Provides stronger candidate engagement
- Allows collaboration with hiring team
- Aides in compliance
- Provides better analytics/metrics/reporting

# AND

# It's filled with TALENT

# Job boards are not DEAD... yet!

- They are a hub for information; competitor salary, benefits, technology etc.
- **Candidates still look for jobs on job boards!**
- Utilize job boards to automate your process – set up saved searches!
- **A well-crafted job posting = great brand recognition.**

glassdoor

LinkedIn

indeed®

 ZipRecruiter®

# DEVELOP YOUR TALENT ACQUISITION STRATEGY

## Find!

- Where does the talent hang out?
- ✓ Easier than ever to find them!

### ACTION:

- ☐ Create & Review Your “Source of Hire” report
- ☐ Create Your Ideal Candidate Persona

## Engage!

- Push & Pull Recruitment & Marketing
- ✓ Invest time, \$, resources for the biggest results!

### ACTION:

- ☐ STOP Posting & Praying!
- ☐ START PUSHING & PULLING!

## Impress!

- Who has had an AMAZING candidate experience?
- ✓ Treat applicants like your next customer!

### ACTION:

- ☐ Map Current Process
- ☐ Map Candidate Journey
- ☐ Create Brand Ambassadors

# DEVELOP YOUR TALENT ACQUISITION STRATEGY

## Hire!

- Fast! Top Candidates are off the job market within 10-30 days. What is your Avg Time-to-Hire? What is your Offer Acceptance Ratio?
- ✓ Only 12% of employees agree that their company does a good job of onboarding new employees.

### ACTION:

- ☐ Track Your Results
- ☐ Survey Your New Hires

## Train!

- Hire to Train
- ✓ 78% of employers said they are providing training or development opportunities, but 58% of employees disagreed.

### ACTION:

- ☐ Identify Skills Gaps
- ☐ Invest in Training

## Retain!

- ☐ Work Institute reports that 77% of voluntary turnover is avoidable.
  - ✓ Career Development
  - ✓ Work-Life Balance
  - ✓ Manager Behavior
- Avg turnover costs employers \$15,000 per worker

### ACTION:

- ☐ Identify Proactive Retention Strategies

# Approaches to Find & Attract Great Talent!

- ☐ Referral Program – Get everyone involved!
  - ☐ Write competitive and compelling Job Postings
  - ☐ Be crystal clear with the REQUIRED EXPERIENCE and Flexible on what can be trained!
  - ☐ Personalize Candidate Communication
  - ☐ Respond to Job Applicants within 24 hours with consideration status.
  - ☐ Schedule Interviews within 72 hours.
  - ☐ Simplify Interview Process
  - ☐ Create a Mentor-Mentee Program
- 



# Summary:

- ☐ Know where your talent is
- ☐ Simplify & Optimize the Process
- ☐ Treat Candidates Like Your Customers
- ☐ Market Your Company's Value Brand Proposition for Employees
- ☐ Be Very Clear on WHAT Experience is REQUIRED and what can be Trained
- ☐ Personalized & Engaging Communication is HUGE!
- ☐ Measure Your Results
- ☐ Level-Up What is Working!





# Raine Lunke

*(pronounced “rainy” – like the weather)*

- 20+ years of Recruiting & Talent Acquisition experience as a strategic member of corporate, agency, executive, leadership, and HR teams.
- Passion is fueled by building teams, hiring strategies, onboarding & retention programs and driving operational efficiencies.
- Excels at direct sourcing recruiting methodologies, establishing strong rapport with staff, and earning professional credibility with executive team members, hiring managers and HR professionals.

## Professional Affiliations

- Member of the Association of Global Talent Acquisition Professionals
- Past-President of the Southwest Washington Society of HR Management Association
- Former Regional District Director for Washington State SHRM
- SourceCon Portland Founding Organizer





# R2R STRATEGIC RECRUITING

**Raine Lunke – Connect with me on LinkedIn!**

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**Company:** R2R Strategic Recruiting  
*Established in 2018*

**What We Do:** Customized recruiting strategies  
Alignment of resources and processes  
Expert training and guidance

**Why We Do It:** We understand the difficulties companies face when it comes to recruiting. Whether it's inefficient hiring processes, hiring manager engagement, or the lack of recruiting knowledge to drive effective recruiting strategies. We are passionate about helping others improving hiring processes and results.



