

# Why Should I Work for Your Organization?



## Part 1: Understanding the current environment:

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- 1.
- 2.
- 3.

Identify the issues you are currently facing regarding hiring and retaining employees?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What is quiet quitting? Have you experienced this with your employees?

What is quiet firing? Have you experienced this with your managers?

How would you describe employee engagement in your organization?

What specific steps are included in your organization's recruitment strategy?

## **Part 2: Focus on what you can control:**

How would you describe the employee value proposition in your organization? Why does top talent join and stay in your organization?

Examples of stay interview questions:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

How would you identify your organization Employment Brand?

Internal  
Strengths

Internal  
Weaknesses

External  
Opportunities

External  
Threats

Internal Strengths:

Internal Weaknesses:

External Opportunities:

External Threats:

Based on the SWOT analysis what are some action steps that you can take to improve your employment brand?

## Part 3: Storytelling & Recruitment Plan

### Storytelling:

1. Identify target audience
2. Your story should be engaging
3. Be authentic
4. Have a clear outcome
5. Be consistent
6. Get employees and customers involved

Practicing your story:

## Recruitment Plan:

Identify one position in your organization and develop a recruitment plan:

1. Position
2. Why is this position important
3. Inspiring Job Description
4. Promoting the position (internal and external)
5. Candidates' application process
6. Other?

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