

Why Should I
Work for Your
Organization?



1

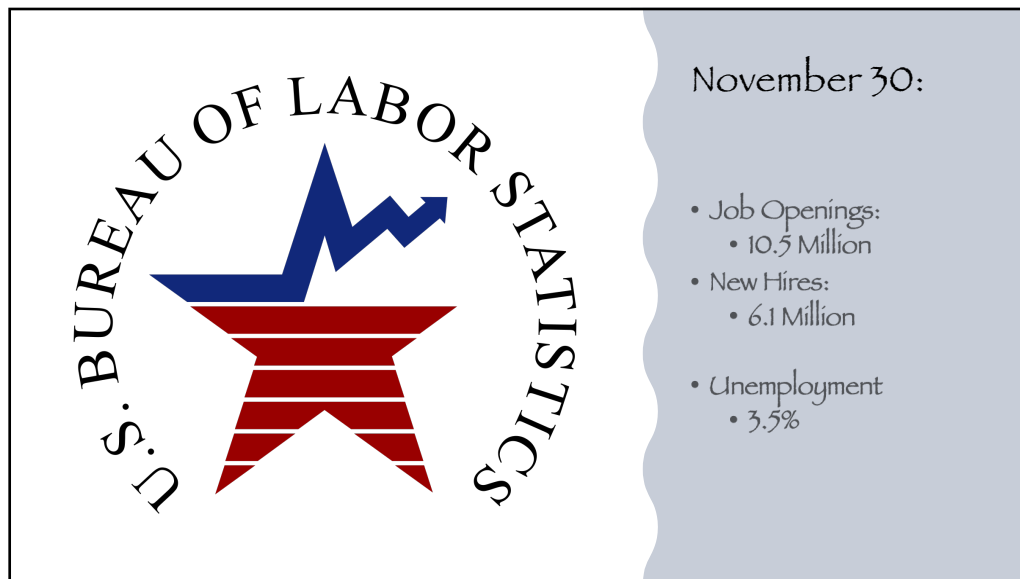
Current Environment:

- Job Openings > Job Seekers
- Quiet Quitting
- Quiet Firing
- Employee Engagement

2



3



4



5



6



7



8

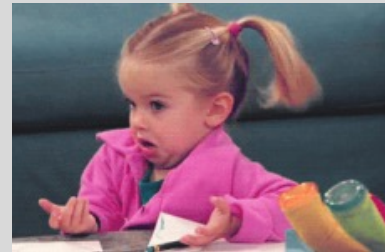
Let's Think About.....

What is your organization's recruitment plan?



9

Why do you
keep doing the
same thing
expecting
different
results?



10



11



12



13



- Employee Value Proposition
- Employment Branding
- Recruitment Plan

14

Do you Know.....

- What is your organization's Employee Value Proposition?
- What is your organization's Employment Brand?

15

Employee Value Proposition

Answers the questions:

Why does top talent start working for us?

Why does top talent stay?

16



Stay Interviews

17

Employment Brand



The perception a non-employee has of what it is like being an employee in your organization.

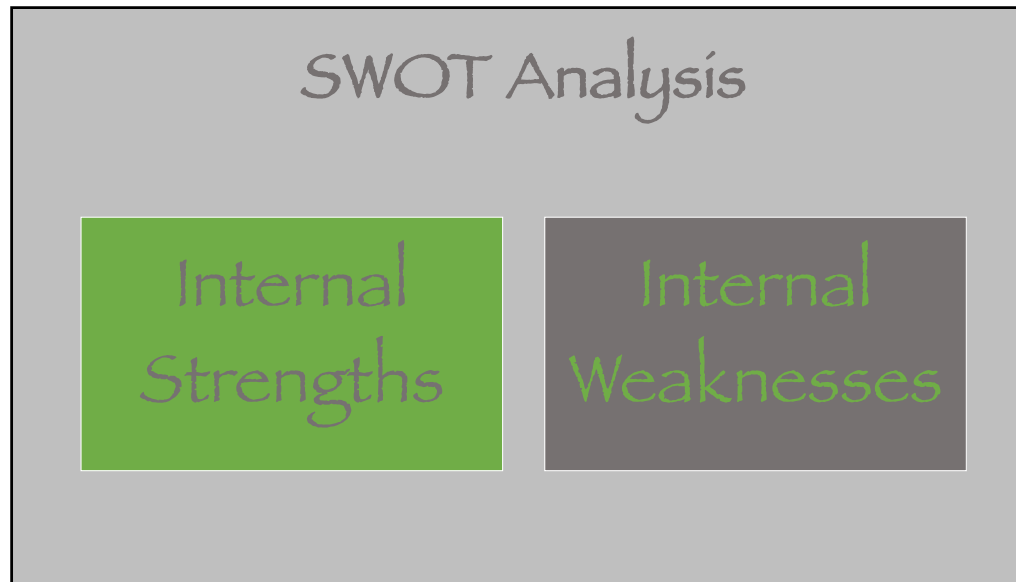


The perception affects the ability to attract talent!



What would it look like if we invested in our employment brand the same as we invest in our marketing brand?

18



19



20



21



22



23

Storytelling Examples

- <https://www.hilton.com/en/corporate/>
- <https://jobs.sheetz.com/>
- https://soccershotscareers.careerplug.com/jobs#job_filters

A photograph of a spiral-bound notebook with a white cover. The words 'STORY TELLING' are written in large, bold, blue capital letters. The notebook is on a wooden surface. In front of it are several crumpled pieces of paper in pink and yellow. A red and black pen lies horizontally in front of the notebook. To the right, a portion of a red bowl and a black object are visible.

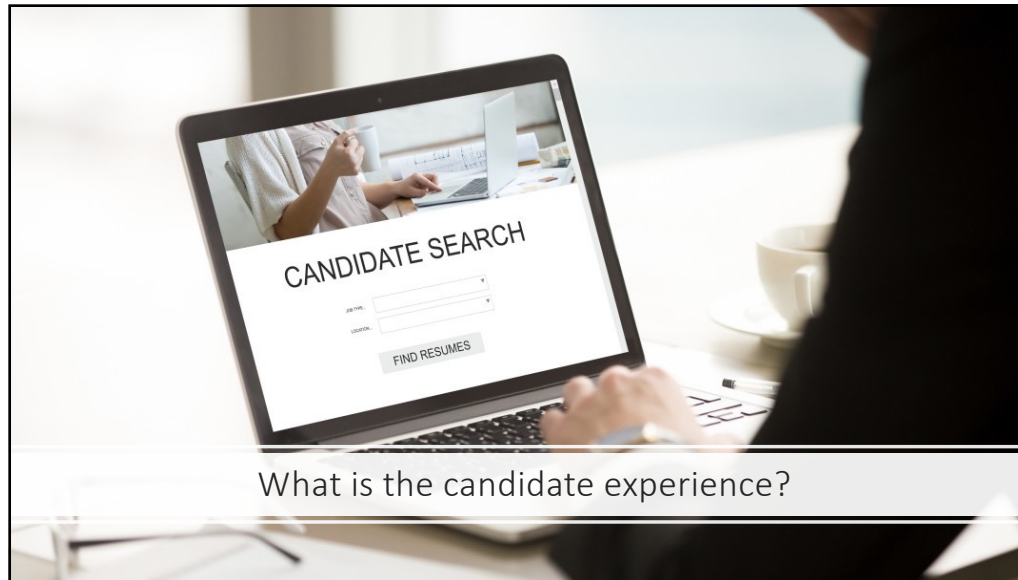
24



25



26



What is the candidate experience?

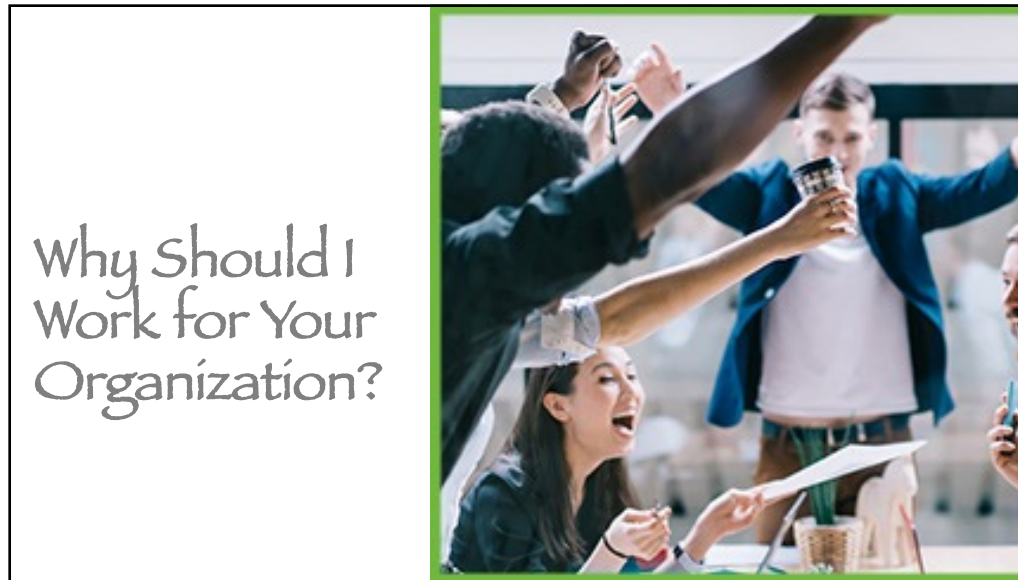
27




Summary


- Stop doing the things that aren't working
- Identify why top talent stays (Employee Value Proposition)
- Invest in employment branding
- Have an engaging story
- Create a recruitment plan


28



29




THriv



Kim Nash
kim@uthriv2.com

 717.298.3030

30