

Hire & Retain Super Star Talent.



Start With Culture

If you're looking for a "silver bullet" to solve your hiring and retention problems, stop. There is really only one thing that matters for attracting and retaining talent. That thing is your company culture.

Here are some stats to wet your culture whistle.

88% of employees believe a strong company culture is key to business success.

60% of US employees would accept a job they love that pays half their current salary over a job they hate that pays double their current salary.

91% of managers in the US say a candidate's alignment with company culture is equal to, or more important, than skills and experience.

Employees who rate their managers poorly are 4X more likely to interview for other positions when compared to their peers.

35% of American workers say they would pass on the "perfect job" if they felt the company culture wasn't a good fit.

47% of active job seekers cite company culture as their driving reason for looking for work.

The list could go on and on, but you get the idea. Company culture is massively impactful when it comes to attracting and retaining talent.

Build Brand Ambassadors

Millennials, with their interest and attention to social media, are in the perfect position to become excellent brand ambassadors for your company. Job seekers today still turn to family and friends, as well as a company's current employees for information—and so do potential customers.

Make Sure They Begin With Positive Experiences

During recruitment, hiring, and onboarding, millennials are already developing their feelings and attitudes about your company—and its promises. Gallup polls show that only 12% of employees strongly agree that their company does a great job of onboarding new employees. Positive experiences at this stage can help them turn into brand ambassadors. Consider using a recruitment satisfaction survey template to evaluate your employees' feelings about your recruitment, hiring, and onboarding processes.

A Toxic Work Culture Is Costly

Employee turnover is costing companies billions of dollars each year. High-performing employees are jumping ship at an alarming rate. New hires are ushered in to plug in the holes – until, after a brief stint, the new hires quit too. The revolving door keeps on revolving. Productivity, efficiency, and profits keep declining.

Is a toxic work culture to blame?

According to a survey conducted by Randstad US, 60% of employees have left their jobs, or are considering leaving, because of bad bosses. While many factors contribute to a toxic work culture, it typically starts from the top. The leadership may be oblivious, encouraging, or ignoring the perpetuation of toxicity that is running rampant within the company.

It is in the leaders' hands to course correct, straighten the ship, and sail forward with the top talent on board. Correcting your course and eradicating toxicity can be the difference between the success or demise of your company.

Checklist: Read-Do

If you've ever cooked dinner while following a recipe, you're familiar with a Read-Do checklist. It outlines the steps required for accomplishing a specific outcome, like cooking lasagna.

If, for example, you're setting up a Facebook ad for your business, this kind of checklist should detail how to set up an ad correctly and track your return on investment.

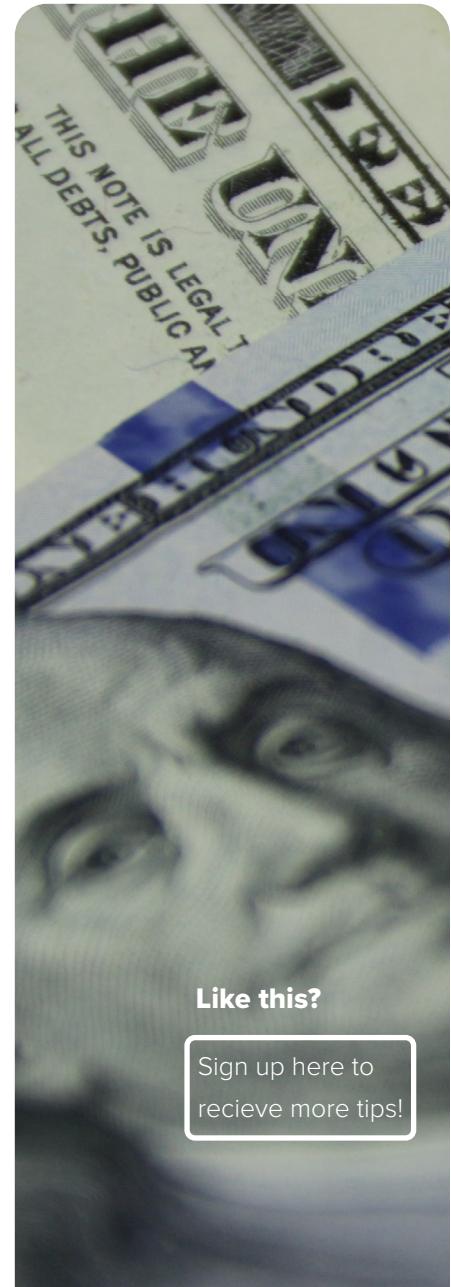
You can also use a Read-Do checklist to outsource tasks to other members of your team or contractors. After all, if they're worth hiring, they should be able to follow your recipe for success.

Simply get into the habit of documenting tasks you undertake regularly to achieve specific outcomes.

Prepare For Changing Demographics

Older Baby Boomers are leaving the workforce in droves, taking with them their collective skill, knowledge, wisdom, institutional memory, and old-fashioned work ethic. Second-wave Millennials and post-Millennial Gen Z are flooding in, bringing a whole new attitude to work. Meanwhile, older Millennials and Gen X are stuck in the middle, with the lion's share of day-to-day supervisory responsibility.

“Employee turnover is costing companies billions of dollars each year.”



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[By 2025, Millennials are forecast to comprise half](#) of the American workforce, and by 2025, 75% of the global workforce.

Not only is this a great generational shift in the demographics of the workplace. It's also an epic turning point in the norms and values around work.

With a workforce more generationally diverse than at any other time in history, employers and managers are facing new challenges at every point on the age spectrum.

If you want to succeed, you need to be able to answer some critical questions.

Do you know where each generation in your workplace is coming from and where they are going?

What kind of succession planning is your organization doing?

Are you developing talent at every level?

What kind of knowledge/wisdom-transfer are you prepared to do?

How are you attracting, selecting, on-boarding and retaining the best young talent?

What are you doing to make sure your team is set-up for success and not failure?

Build Your "Ideal Team"

Building your ideal team is no small goal, but its worth it in the long run. There is no greater investment you can make than the people who work for you.

Focusing on your ideal team helps you make the right decisions now for the future you envision.

Hiring The Wrong Person

What effect does hiring the wrong person have on your business? The old adage "hire slow and fire fast" is absolutely accurate. Many employers don't realize the impact hiring the wrong person has on culture, productivity and profitability. Over the long haul the wrong team member slows down co-workers and steals dedicated resources to improve their performance (on a position they should be able to perform without any issues!)

**“Hire
slow
and fire
fast.”**

Poor performers require more of your management time and put a greater workload on the other team members to handle the tasks the poor performer should be completing.

So, if a poor performer is sucking the energy out of your team, why aren't you letting them go? Intuitively, we recognize when a team member isn't meeting expectations initially but often we convince ourselves more time will improve their performance. Or maybe it's a training issue. Many business owners and CEOs are generally overly optimistic and see what the team member could be rather than how they are actually performing. But leaving the underperforming team member in the position creates challenges for the entire team...and customers!

Underperformers often create a negative atmosphere, complaining about the lack of support they receive or faulting customers for their underperformance.

Underperformers not only negatively impact your team but also harm your company culture.

Mistakenly many business owners give people more time to improve their performance than the team member has earned. Why would you do that?

Two reasons: First, you're overly optimistic that the underperformer will turn around with additional time and resources. Second, it is hard, and time consuming to find great talent! Replacing an underperformer means you have to recruit, hire and go through the training process again.

Can you remember a time when you made an underperforming hire and you kept them on your team too long? What impact did it have on your business? And what cost?

Mistakes When Hiring

When you're trying to build your ideal team the first thing you look for is experience. The question is how relevant is that experience to how your business performs that role? You look for experience to save on the new hire working through the learning curve. What happens if your new hire has a bad habit that takes a while to understand and then break, in that time what impact does it have on your business and culture?

The most important quality to recruit is character. Character is a quality you can't train. People with the right character will learn the position and excel faster than an employee who has marginal character but knows the position.

The time you spend training tasks unique to your business is critical.



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How does your business test for character and cultural fit?

Assessing Potential New Hires

Many business owners and managers hire team members based on previous work experience and interview abilities. This approach has a less than 50% chance of success.

A multi-level approach will improve this success rate.

1. The interview process is very important.

- A. Multiple interviews in different types of settings.
- B. Meet with a candidate several times, the more comfortable they are and the more likely you are to uncover their true attributes and shortcomings.

2. Check references.

Many candidates get hired that shouldn't have because no one checked their references. It helps to get a picture of what other people think about your candidate.

3. Utilize psychometric testing.

Studies have shown that proper psychometric testing in concert with the interview process and reference checking increases a 50% success rate with a new hire to an 89% success rate!

Want to learn more about psychometric testing?

[Book a time to discuss here.](#)

You can also email me at paul@tidalcoach.com.

Winning The Talent War

Every business is trying to crack the code to attracting and retaining talent. This means your competition is stiff. If you want to stand out, your business needs to offer something that other business are not.

This doesn't necessarily mean perks or money, those things have been shown to be less effective than the right culture. When employees love what they do and love who they work for, they stay. When employees stay, they build a culture that attracts more people just like them.