

How to  
attract and keep  
**GREAT**  
employees!

(It's **not**  
about  
the money!)

'Why Should I Work For You?'

How To Attract Recruits  
Who Stay AND Perform

 **HERO**<sup>TM</sup> eBooks

HELPING YOU BECOME A **HIGHLY EFFECTIVE RETENTION ORGANISATION**



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**The HERO™ model helps you succeed!**





# 1

## HOW TO FIND YOUR TARGETS

DON'T WASTE MONEY ADVERTISING A VACANCY  
TO NON-POTENTIAL CANDIDATES.

Spend your money more effectively, and even save considerable amounts, by figuring out where your targets are, and advertise just to them. In the next section, we'll show you how to get their attention. Right now, let's focus on where to find your recruitment targets.

Here are essential questions to ask. If the answers are unknown, that's an action point for you.

1. **Where do my targets live?**
2. **Where do they work?**
3. **Where do they shop?**
4. **Where do they play?**
5. **Where do they learn?**
6. **What else do they do when they're not at work?**
7. **How do they connect with the world?**

We'll share some insights from our clients and other organisations who've found their targets.





### 1. Where do my targets live?

The Changi Prison in Singapore needed employees, having found that a reason for resignation was the hassle of getting to work for employees who lived on the other side of the island.

So, if you now catch a Singapore bus #2 or #5, you'll see tear-off prison job vacancy ads hanging off the back of the seats and the hand-rails on board. Why? Because those buses travel the suburbs around the prison. Anyone who commutes on those buses is within the prison's recruitment catchment area and less likely to fall prey to transport hassles.

### 2. Where do they work?

You want bank workers? Take ad space on coffee cups in the financial districts' coffee shops. You want engineers and mining workers? Advertise in in-flight magazines for airlines servicing mining areas.

### 3. Where do they shop?

Want to attract return-to-work mums? Advertise in local shopping malls and baby centres. Want younger people? Ask for deals/ad space on the emailing lists of bars, accessories and clothes shops, on social networking sites.

### 4. Where do they play?

One client of Retention Partners who was looking for engineers found that the potential recruits were so well-remunerated that they spent 6 months a year working in the mines and 6 months mucking about on their boats! So they started to 'own the docks' – they sponsored a race, branded their own bait product, and took ad space at the marina for their vacancies.





### 5. Where do they learn?

Are there industry conferences where all your targets gather? Sponsor a session, or pay for a gimmick to be included in the conference bag or ambush attendees at the door with giveaways attached to your careers message.

### 6. What else do they do when they're not at work?

What magazines do they read? Do they travel? What type of family life cycle are they likely to be? What type of entertainment do they prefer?

### 7. How do they connect with the world?

Retirees or near-retirees take on their information and entertainment in different ways compared to a typical 20 year old. One bank who wanted to employ a lot more older people to deal with their older retail customers ensured that existing older staff were given counter roles so they could connect with older customers about work opportunities at the bank.





## HOW TO RECRUIT STAYERS

SET THE RIGHT EXPECTATIONS  
BEFORE THEY START THE JOB.

A recruit is more likely to stay if the experience at work is aligned with or exceeds their expectations.

Therefore, the focus must be on ensuring that managers – who are the single greatest influence on expectations – are able to identify and meet key expectations. See our eBook ['6 Tools To Increase Retention In Your Team Today!'](#) to help managers help you improve retention.

In recruitment, the focus must be on making sure recruits have a more fully formed understanding of the true nature of the role and the organisation **before they commence**.

### Practical tips

On your careers webpage, include information about the organisation and the job. For example, make a video with some employees talking about a great day and not a great





day at work. Take a video tour of the workplace, the local coffee shops, the walk to the train/bus stops, the lunch room.

Arrange for candidates to spend time privately with current employees, over a coffee or on a site tour so that they are able to speak freely about the role and organisation.

Arrange for a preferred candidate to speak with a former employee for a 'reference check' on your organisation.

Where practicable, ask the employee to engage in some of the job tasks as part of the recruitment process. For example, one organisation who was struggling to employ room service attendants for their hotel, asked applicants to make and unmake their own beds at home – 14 times in a row! – and **then** attend for interviews if they were still interested!

If there are staff-only blog sites, grant preferred candidates limited time access so they get a taste of the organisation.

Ask preferred candidates to write a short paper on what they expect their first days and weeks to be like, what they think they'll achieve out of working there, what's going to be great and not so great about working there.

### The best recruitment channel

Our employee retention research over 10 years proves that the single most effective recruitment channel for finding employees who are most likely to stay is employee referrals.

Employees tell their friends and colleagues what it's REALLY like at work, the good, the bad and the ugly. If, armed with that knowledge, a friend or colleague goes on to apply for a job, their expectations are already better aligned than recruits who join the organisation via any other channel.





We hope you've enjoyed your sneak preview!

To enjoy the entire contents of this eBook, go to [www.retentionpartners.com.au/eshop.php](http://www.retentionpartners.com.au/eshop.php) to complete your purchase.

Browse our other titles to see the full range of eBook assistance that's now in store.

We look forward to helping you become a **Highly Effective Retention**  **Organisation!**

*The Retention Partners team*





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# The HERO™ model helps employers succeed!

HERO™ eBooks are one part of the many tools and products now available from the employee engagement and retention specialists.

We created the HERO™ model to enable employers to attract and engage employees of choice, by adopting a systematic approach to analysing and addressing retention gaps.



**H**ighly **E**ffective **R**etention **O**rganisations are those that have built:

- ✓ An articulated, costed, prioritised retention strategy
- ✓ Reliable sources of data about why employees join, stay and resign
- ✓ HR and corporate policies to actively support retention goals
- ✓ Tools to support retention policy and practice and
- ✓ Managers who are trained in how to engage their people

Find more retention eBooks to suit you at [www.retentionpartners.com.au/eshop.php](http://www.retentionpartners.com.au/eshop.php).

- ✓ 6 Tools To Increase Retention In Your Team Today!
- ✓ 52 Employee Retention Tips That Really Work!
- ✓ Create Your Employee Retention Strategy In Just 7 Steps!
- ✓ Retention Success: Your Free Guide!
- ✓ Make Exit Interviews Easy, Meaningful And Fast in 7 Steps!

Our contact details: +61 2 9362 8970 or 1300 73 83 71. We look forward to helping you further with your retention improvements!

