

WHERE'S THE TALENT?

RECRUITMENT & RETENTION

10 WAYS TO OVERCOME CHALLENGES IN A
COMPETITIVE MARKET



GET TO KNOW FLOURISH

Flourish is a woman-owned, full-service marketing and public relations firm focused on creating long-term growth strategies that we implement and manage on your behalf. As a strategic partner, we collaborate across the operational functions of your business to understand the biggest opportunities for growth and execute tactics that level up your overall brand. We support businesses of all sizes – from small nonprofits to large corporations, in the health and wellness, telecommunications, software, cybersecurity, advocacy, transportation & logistics, government contracting, entertainment industries, and more.





WHAT DOES A MARKETING FIRM KNOW ABOUT RECRUITMENT & RETENTION?

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Be known for purposeful and meaningful impact within the community through community and strategic relationships by promoting efforts with intention.

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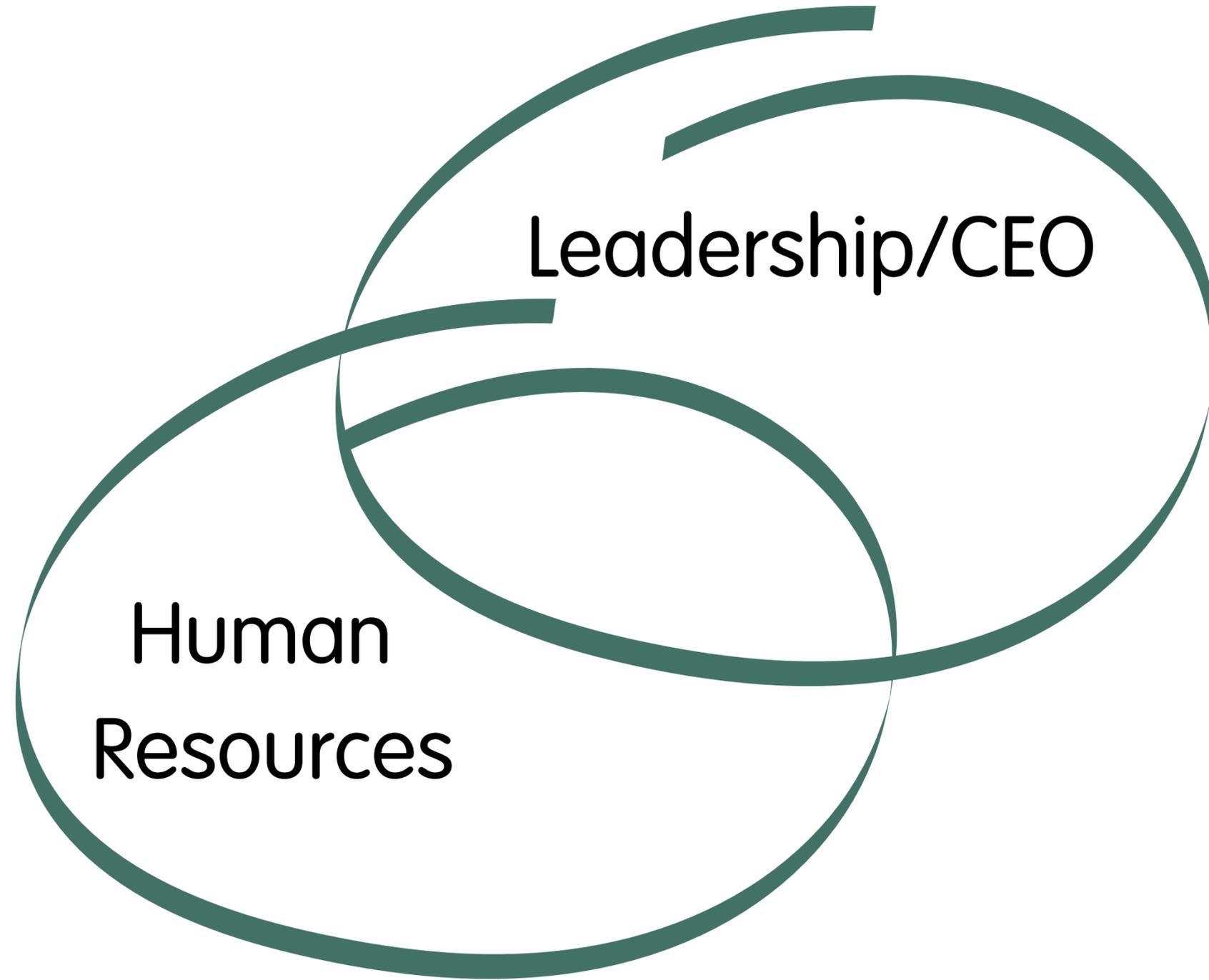
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Bolster corporate culture, implement ways for continued culture assessment and instill trust, faith and autonomy in ones' feelings towards their employer.

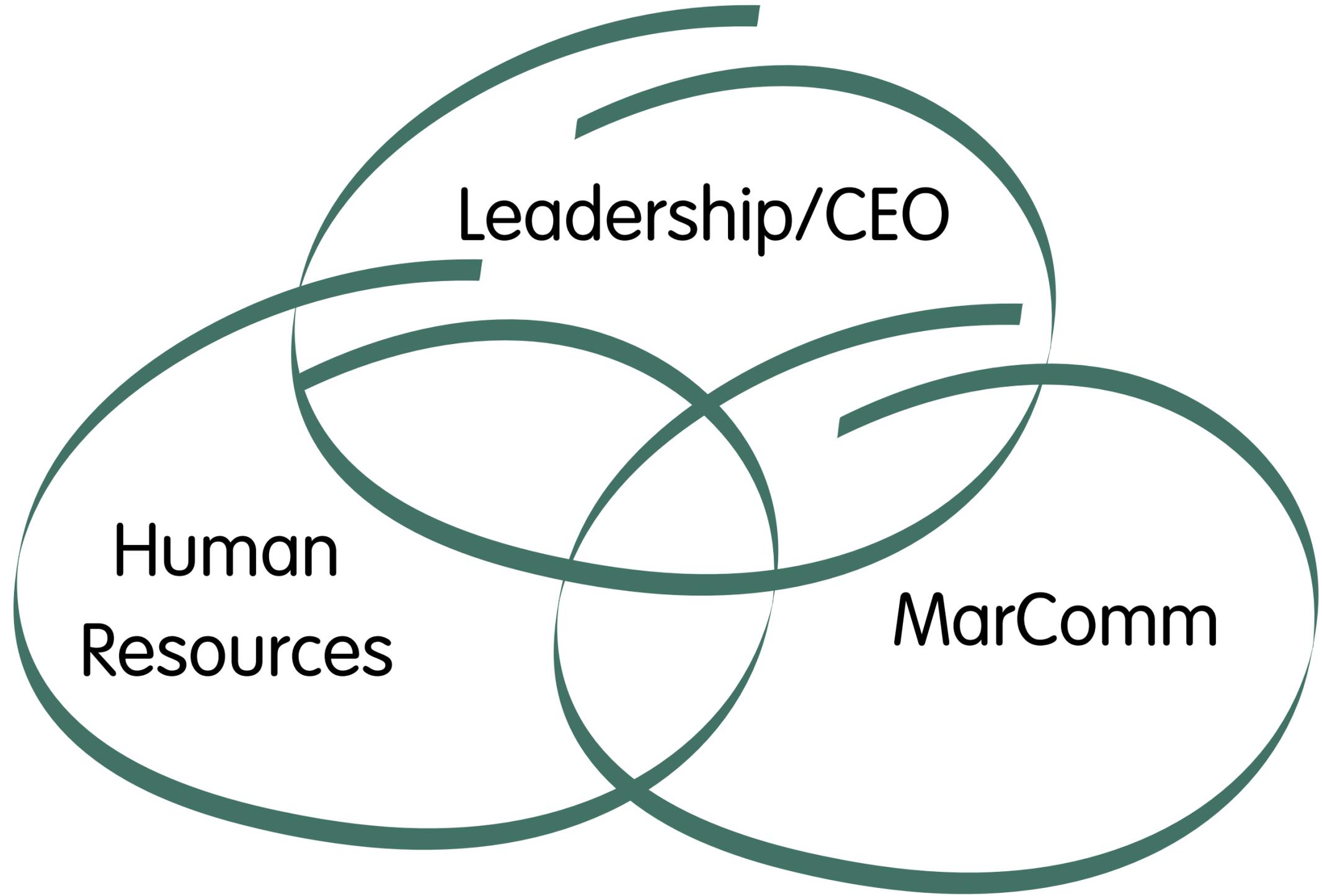


Leadership/CEO



Human
Resources

Leadership/CEO



Leadership/CEO

Human
Resources

MarComm

Leadership/CEO

Human
Resources

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HOW CAN YOU FOCUS ON THE SWEET SPOT IN YOUR COMPANY TO HELP WITH RECRUITMENT & RETENTION?

01

You make it all about you, not them

02

Your public perception is stale and outdated

03

Creating Employee Ambassadors

04

Your current employees deserve - and need to be invested in the outcome

05

Poor communication

06

Are you an employer of choice?

07

Sticky topics = team trust

08

Assumption around benefits

09

Referral / Incentive Programs

10

Adjusting to new work environments



YOU MAKE IT ALL ABOUT YOU, NOT THEM

There's something to be said about talking the talk, then actually walking the walk.

If you say you're a 'do whatever it takes' type of company, then everyone from your leadership team must demonstrate what that means.

Mission, vision and desired culture

Corporate environments need to provide a safe space to admit failure - and when it does, often coexists with high performance.

Soft vs Hard Skills

Values tailored to each department

YOUR PUBLIC PERCEPTION IS STALE AND OUTDATED

Are you relevant? What's the last 'piece of news' you were in?

How often do you engage outside the 4 walls of your office?

Are you aware of what's going on in your own community?

What do others think of your brand and public persona?

Don't be tone deaf and ignore what's going on around you.



“ Live less out of habit, and more out of intent.”



ARE YOUR EMPLOYEES YOUR BIGGEST AMBASSADORS?

What your employees say about you when you're not around is HUGE. Think about the importance behind a customer testimonial - your employees should be just as important.

The saying, 'Its not what you say, but how you make people feel,' is so true and important in ones' work/life balance. Your team needs to know you have their back - regardless of what life may bring them - and that they are in a trusting environment.

YOUR CURRENT EMPLOYEES DESERVE - AND NEED TO BE INVESTED IN THE OUTCOME

Recent Gallup data shows that only 33 percent of all workers in the U.S. are engaged in the workplace.

Does your team feel as though their opinions matter?
What opportunities do they have to contribute feedback, and
what's done to address it?

Empathy is probably the most valuable skill humans learn in their
lifetimes. Human society relies on it, and so must company
culture.

One recent report found that around 64% of employees don't
think their company has a robust workplace culture.



POOR COMMUNICATION

There has never been greater importance of clear communication than now.

Internal Communications - what's your strategy?

Tools for communication

According to a Workforce poll, approximately 60% of companies do not have a long-term strategy for their internal communications.

A recent study found that businesses with approximately 100 employees spend on average 17 hours a week clarifying unclear messages.

This translates to an annual cost of approximately \$525,000 in lost productivity.



I find out more info about our company from Facebook than I do my own boss.



ARE YOU AN EMPLOYER OF CHOICE?

The key to becoming an employer of choice is your employee value proposition (EVP)—the benefits of working at your organization, financial or otherwise

Create a working environment that inspires and soothes

Offer mutually beneficial benefits

Iron out your internal processes

But don't treat another organization's successful culture as a blueprint that you can just replicate

For a culture to be truly embedded and sustainable it has to be unique and authentic. No one wants to work for a company that's trying to be something it isn't!



IGNORING DIFFICULT TOPICS DOESN'T MAKE THEM GO AWAY

Sensitive topics are hard to address at work and can often lead to blurred lines, if not done properly. However, just because you don't talk about them doesn't make them go away. They are still there and they are still something your employees care about.

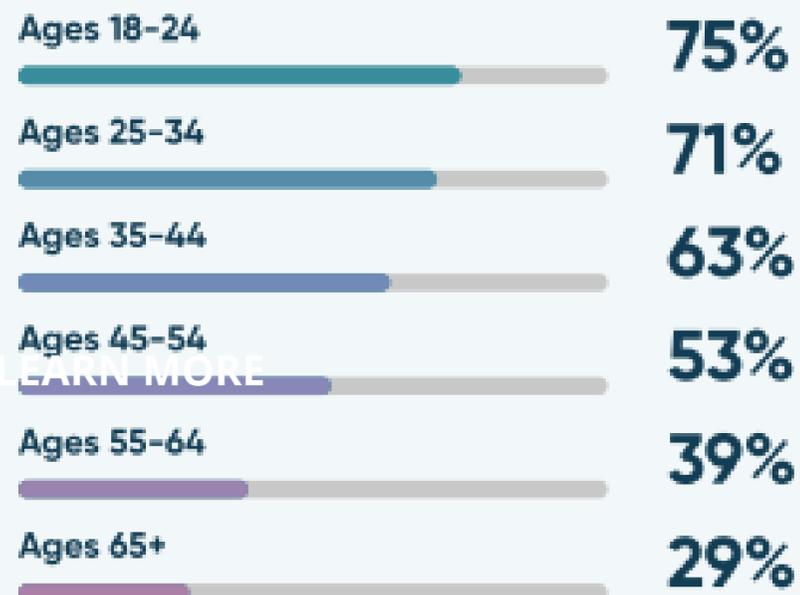
- Mental Health
- Opioid and Substance Abuse
- LGBTQ
- Divorce/Custody Issues
- Financial Stress



Mental health experiences vary widely across generations of workers

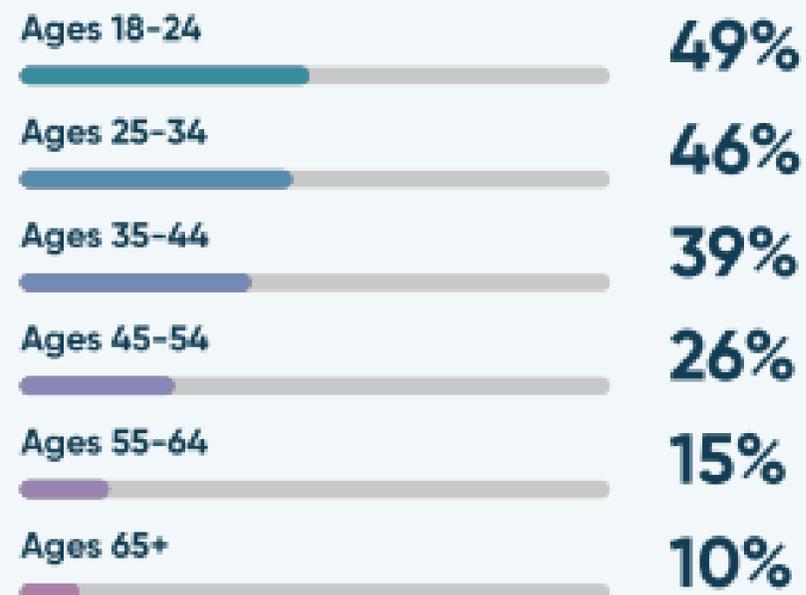
Younger generations of employees face more mental health struggles, and are more likely to stay with employers that offer robust mental health support.

Employees whose mental health impacted their ability to work in 2021

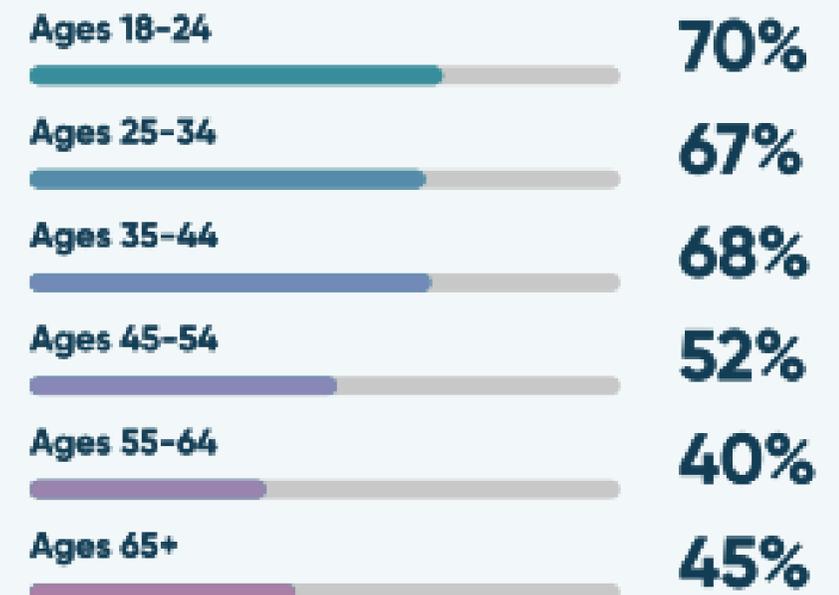


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Employees who sought mental health support in 2021



Employees who said they would stay in a job because it offers robust mental health benefits



THE COST OF DOING NOTHING: MENTAL HEALTH

Mental health is something that has surfaced immensely over the past several years. Are you doing anything about it in your workplace? If not, it can have substantial impacts.

According to Pathways.com, for a company with 100 employees in the Business Services industry, by 'doing nothing' about mental health in the workplace, you'll face the following financial impacts, totaling \$121K/year:

\$61,628

Lost Time Cost

\$24,630

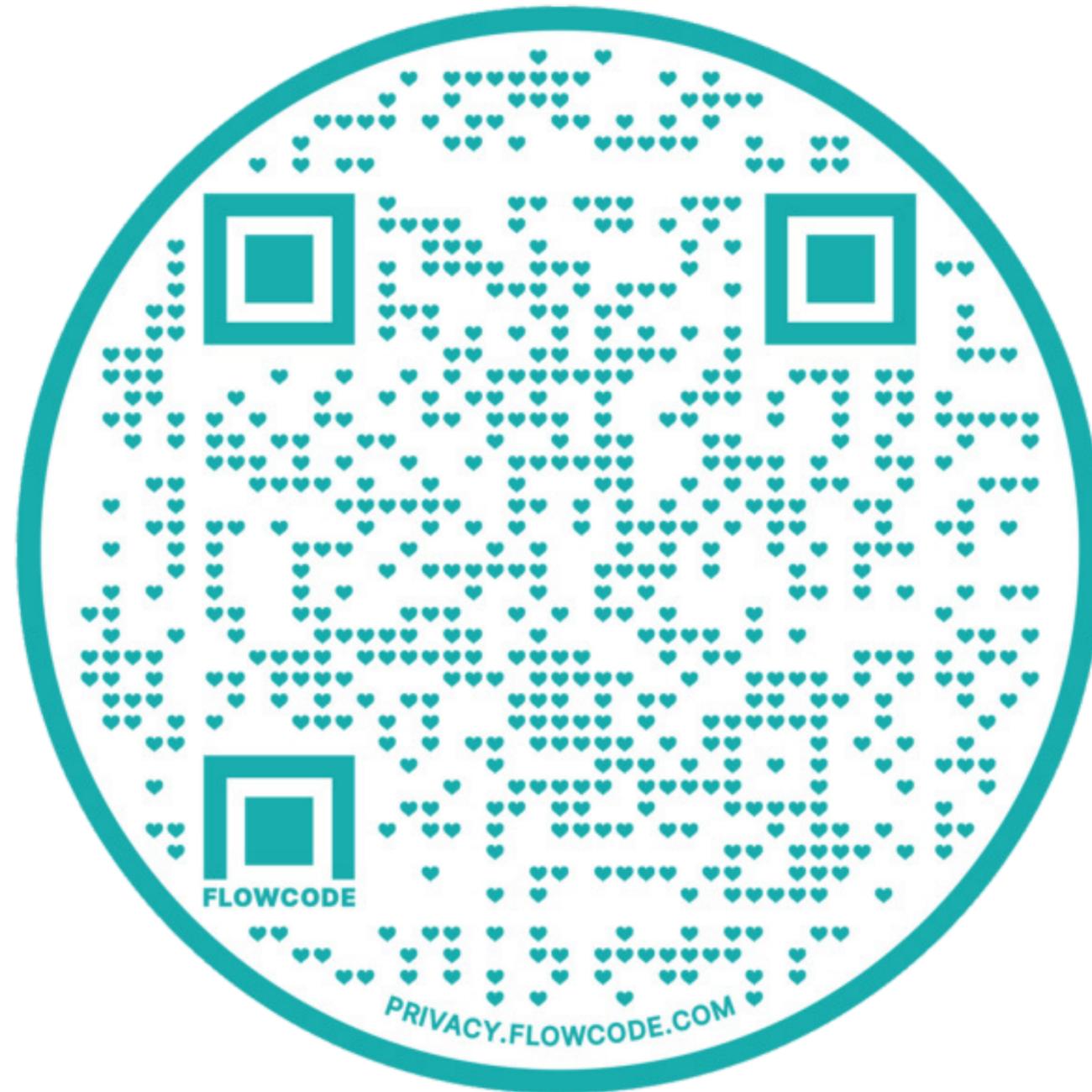
Turnover Cost

\$34,510

Healthcare Cost

Out of your 100 employees, over the past year 7 employees struggled with depression, 4 employees have had suicidal thoughts and 2 employees have struggled with substance abuse.

MENTAL HEALTH CALCULATOR



OFFERING BENEFITS THAT MATTER



Rethink Employee Evaluations

Survey Regularly - but Act Consistently

Moments that matter vs traditional benefits

Traditional perks may no longer be relevant

Meet your employees where they are and think about what they need now - vs what you thought they needed when you initiated benefits

REFERRAL / INCENTIVE PROGRAMS

Talk about a superior recruiting tool!

Explain job requirements

Keep employees updated

Acknowledge good referrers

Offer a mix of monetary and non-monetary incentives

Enhance user experience in the job application process

Gain feedback from your teams on the ideal candidate and what makes the best fit



HOW ARE YOU HANDLING A HYBRID WORKING ENVIRONMENT?

The rise of remote working has changed everything. Since we are no longer geographically limited, it opens up new opportunities.

For organisations, that means there's a bigger talent pool to choose from. But the other side of the coin is that there's also more competition for the best candidates—putting them firmly in the driving seat.





RECRUITMENT & RETENTION IS MORE
THAN AN HR ROLE. IT REQUIRES BUY-IN
FROM ALL ANGLES TO BE SUCCESSFUL.



QUESTIONS

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