

# Welcome!

# The webinar will begin shortly...

**3:00**  
**minutes**

*until the webinar starts*

While you wait, here are some fast facts about HR outsourcing:

Companies that outsource HR to a professional employer organization (PEO) are **50% less likely** to go out of business.



# The webinar will begin shortly...

## While you wait, here are some fast facts about HR outsourcing:

# 2:00

## minutes

*until the webinar starts*

Companies that use a professional employer organization (PEO) are **28% more satisfied** with their available selection of employee benefits.



# The webinar will begin shortly...

## While you wait, here are some fast facts about HR outsourcing:

# 1:00

## minute

*until the webinar starts*

G&A Partners has an average Net Promoter Score (NPS) that is **35x higher** than that of the HR outsourcing industry.



# Before we begin...

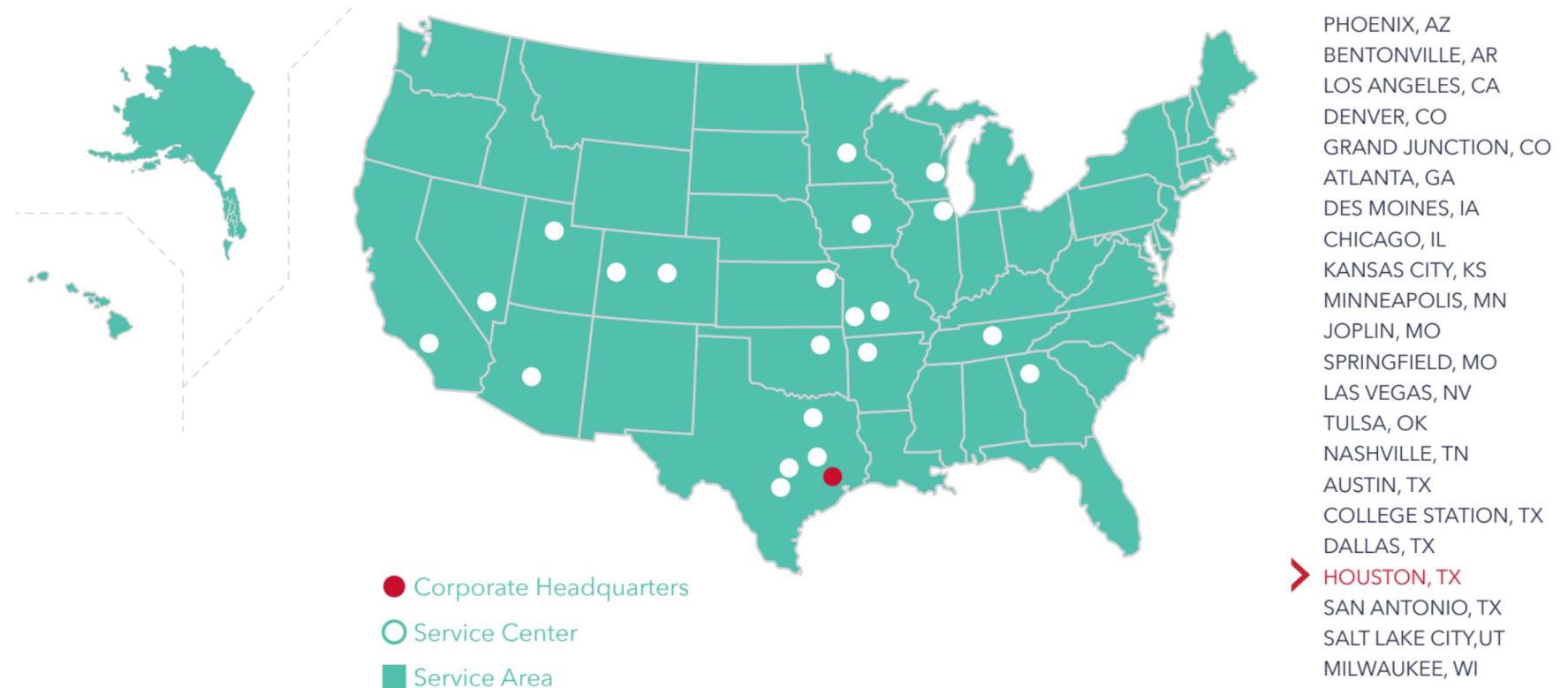
We are recording this webinar. The on-demand recording will be available on our website by the end of the week.

This webinar has been pre-certified by the Human Resources Certification Institute (HRCI) and The Society for Human Resource Management (SHRM) for one hour of HR general recertification credit.

If at any time during the presentation you have a question that you'd like us to answer, please send it to us using the "Questions" tab in the GoToWebinar menu bar.

# About G&A Partners

G&A Partners delivers world-class HR solutions that help build thriving businesses and make a difference in the lives of the clients and employees we serve.





# Recruiting Strategies for Small Business Owners

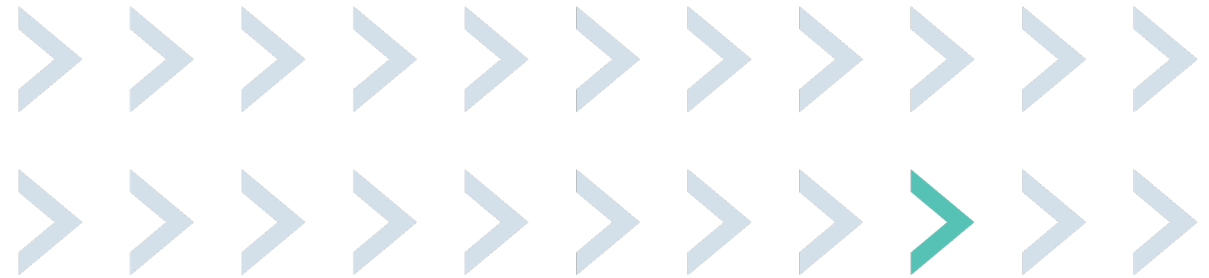
Presented by: Eleesha Martin  
RPO Manager, G&A Partners



# Agenda

## During this webinar, we will discuss the following:

- What's happening in the current job market
- Continuation of The Great Resignation
- Redefining the current recruiting process
- Evaluating the interview process
- Identifying best ways to attract top talent
- How to partner with an RPO provider







# The Current Job Market

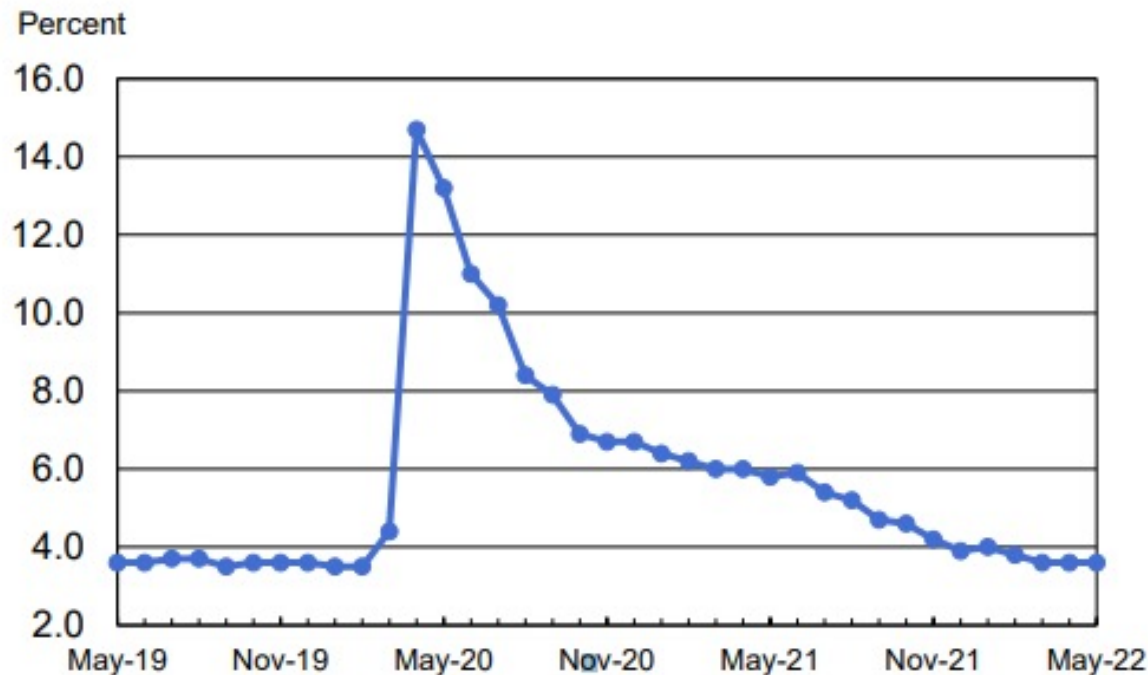


# What's happening in the current job market

## The Employment Situation – May 2022

The unemployment rate in May remained at **3.6** percent and was the same for the third month in a row.  
The number of unemployed persons was essentially unchanged at 6.0 million.

**Chart 1. Unemployment rate, seasonally adjusted,  
May 2019 – May 2022**



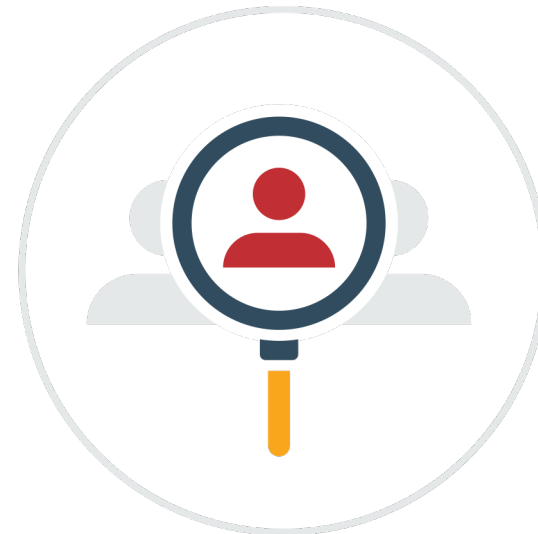
Source: U.S. Bureau of Labor Statistics

# Poll Question

Is it currently a candidate's or employer's job market?

# It's a Candidate Driven Market!

- **What is a candidate driven market?**
- As opposed to an employer driven market, a candidate driven market refers to a job market where candidates have the upper hand.
  - In a candidate driven market, the candidates get to call the shots in the hiring process.
  - It directly results from the rising demand for talent across industries—especially those that are seeing unexpected booms.
  - Employers have less bargaining power.





# Continuation of The Great Resignation



# Continuation of “The Great Resignation”

- The term “great resignation” was coined by Anthony Klotz, a Texas A&M University associate management professor who has studied the exits of hundreds of workers. Employees are quitting their jobs at a record pace in a trend being referred to as “The Great Resignation.”
  - Klotz’s predicted that many people who hung onto their jobs during the pandemic because of uncertainty have or is now readying themselves to quit.
  - According to the Department of Labor, a record 4 million people quit their jobs in April 2021, starting what is called the “Great Resignation” period.



# The Market's Impact on Small Business Owners

Today, there are 31.7 million small businesses in America, and many of them have fewer than 100 employees.

- Small businesses employ at least 61.2 million people in the U.S. which is around 18% of the total population.
  - High turnover (employees quitting)
  - Legal changes
  - Adapting to new way of operating business (brick and mortar to e-commerce)
  - Changing to hybrid work schedule
  - Attracting and retaining new employees

Source: The Great Resignation Explained – How It Impacts Small Businesses

# Poll Question

Is your company experiencing higher, lower, or normal rates of employee turnover?



# Aftermath of “The Great Resignation”

**Workers are returning to jobs they left during the Great Resignation; this is referred to as a Boomerang Employee.**

- A recent Forbes article by Benjamin Laker identified "boomerang workers" as workers who return to a former company after leaving a job – as a 2022 career trend following the Great Resignation.
- There are reasons that it can be beneficial to rehire workers who have left.
  - Familiarity with company products and services
  - Previous experience performing job duties and utilization of systems
  - Understanding of company culture and work environment
  - Shorter learning curve

Source: The Great Resignation Explained – How It Impacts Small Businesses



# Redefining the Recruiting and Hiring Process



# Defining the Process



- A recruiting and hiring process is a step-by-step process for acquiring a new employee.
- The process streamlines, standardizes, automates, and brings consistency to a talent-acquisition strategy.
- The process can be unique to each company but should include steps to address a virtual environment.

# The Process at a Glance

1. Candidates apply
2. Resumes/Applications are reviewed
3. Viable candidates are phone screened
4. Top candidates are submitted to the hiring manager
5. Candidates complete assessments (if applicable)
6. Hiring manager conducts interviews
7. Top candidate is offered the job
8. Initiate background check
9. Hire and onboard new employee



# Developing a New Process



- A new process will help your organization meet new challenges when competing for the best available talent.
- When developing the new process, keep candidates in mind. Put the candidates at ease by building rapport and establishing trust at the onset.
- Consider taking the following actions:
  - Evaluate the current recruiting process and determine what changes need to be made.
  - Complete a walkthrough of every touch point an applicant goes through to ensure the process is as efficient as possible.



# Developing a New Process (continued)

- Ensure the right people are in the right jobs and start to develop high-performers that can assume future leadership roles.
- Utilize methodologies that focus on assessing candidates' job qualifications, skills, education, experience, or relatable experience.
- Update job descriptions to reflect any changes in responsibilities or requirements.
- Host onsite hiring events.
- Administer online assessments (skills, personality, cognitive) if applicable.
- Use alternative methods to engage candidates, like text messaging.
- Include non-monetary perks that can be offered (flexibility, benefits, etc)
- Provide an easy onboarding process.
- Ensure training provided helps new hires successfully get acclimated into their new role.



# Evaluating the Interview Process

# Poll Question

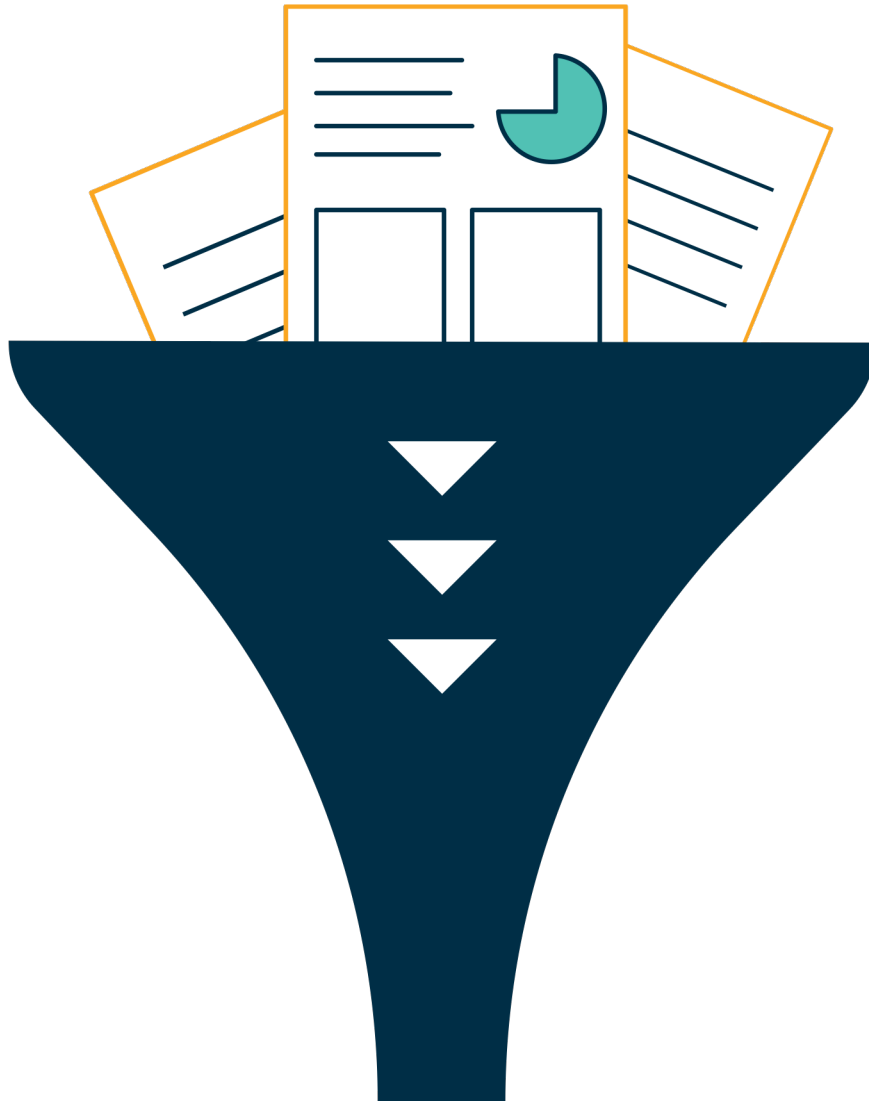
Has your company made any changes to the recruiting or hiring process since the pandemic started?



# Purpose/Goal of Effective Interviews

- Hiring success depends heavily on the ability to assess accurately what candidates can bring to the organization.
- It shows how the organization can interact with its newest employees to develop under used skills.
- Provides a level of professional satisfaction that will keep them engaged and happy to continue as productive members of the organization.
- Goals of the Interview:
  - To find out more about the candidate's knowledge, skills, and abilities.
  - To learn about related work experience or aptitude to learn desired skills.
  - To determine if the candidate is a good fit culturally.

# Before the Interview (Preparation)



## Before the Interview:

- Review the candidate's resume; jot down any additional questions if needed
- Prepare list of questions / interview guide that will be asked during the interview by each Interviewer
- Develop ranking system that will help determine if the candidate is a "good fit" for the position and/or for the company
- Find a location for the interview that is free from distractions

# During the Interview

## Items Needed:

- Candidate's resume
- List of Interview Questions / Guide
- Business Card
- Company Literature / Brochure

## Communication:

- Brief Introduction
- Ask questions then listen
- Jot down notes as needed
- Allow candidate to ask questions
- Provide next steps

# Most Common Types of Interview Questions

## **Standard**

- Focuses on getting to know the candidate
- Common Questions:
  - What interests you about this position/organization?
  - Ideally what type of job are you looking for?

## **Situational**

- Focuses on future performance rather than past performance
- Common Questions:
  - You and another colleague are assigned to a project that is due in 2 days. Later that day, your colleague unexpectedly has to go out on a leave of absence for a month. What do you do?

## **Behavioral**

- Focuses on past behavior so employers can attempt to predict future behavior
- Common Questions:
  - Describe a time you disagreed with a colleague/supervisor. What did you do?
  - Tell me the biggest obstacle you have had to overcome in your career.

## **Panel**

- Interview consists of multiple people
- Each person may ask a question(s), and consists of different types of interview questions

# After the Interview (Follow-up)

- Discuss interview feedback with other Interviewers involved in the process
- Make a decision on next steps for the candidates as soon as possible (within 24 – 48 hours) to avoid losing top candidate(s)
- Notify candidates that interviewed of the next steps or outcome as soon as possible (within 24 – 48 hours) to avoid losing top candidate(s)
- Make job offer to selected candidate or start the interview process over if needed



# Ways to Attract and Retain Top Talent



# Poll Question

Does your company currently offer any additional perks or benefits outside the norm?

# Ways to Attract and Retain Top Talent

- Revisit your cash flow
- Invest in professional development
- Offer hybrid and remote work
- Review your culture and work-life balance
- Provide open and honest communication
- Reconsider roles and responsibilities
- Adjust employee benefits
- Increase pay and incentives





# Perks for Small Businesses to consider

- Create a collaborative culture
- Empathy & Support (EAP)
- Flexible Work Schedule/Remote
- Training & Development
- Volunteer Time
- Pet-Friendly Premises (if applicable)
- Casual Dress Code
- Transit Passes / Commuter Benefits
- Food & Beverages
- Wholesale Memberships (Sam's)
- Fitness Opportunities / Gym Membership
- Unlimited PTO
- Shorter workdays before the holidays
- Company sponsored events (movie nights, picnics)
- Educational Opportunities
- Childcare Assistance
- Employee Recognition Program
- Game Rooms (ping pong table, gaming systems, board games)



# Partnering with an RPO

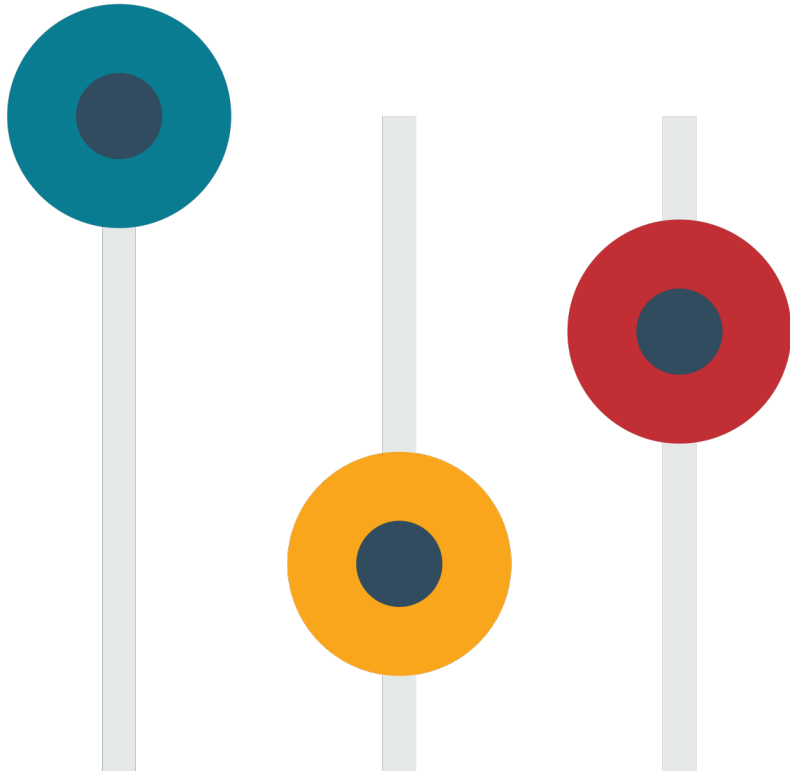
# Poll Question

Would your company consider partnering with a 3<sup>rd</sup> party agency for recruiting assistance?

# RPO Defined & Solutions

- Recruitment Process Outsourcing (RPO) is when a company transfers all or part of its permanent recruitment to an external provider. An RPO provider can act as an extension of a company's HR or resourcing function, sitting on site with the client providing a holistic hiring solution.
- RPO solutions can be tailored to meet your company's hiring needs. The cost is based on the services you need but typically includes job posting, sourcing, screening, and scheduling interviews.

# Our RPO Solution



- **Our solution provide:**

- Job analysis, design, and descriptions
- Technology customization and implementation
- Candidate sourcing
- Interview and selection assistance
- Structured interview guides
- Pre-employment assessments
- Salary surveys



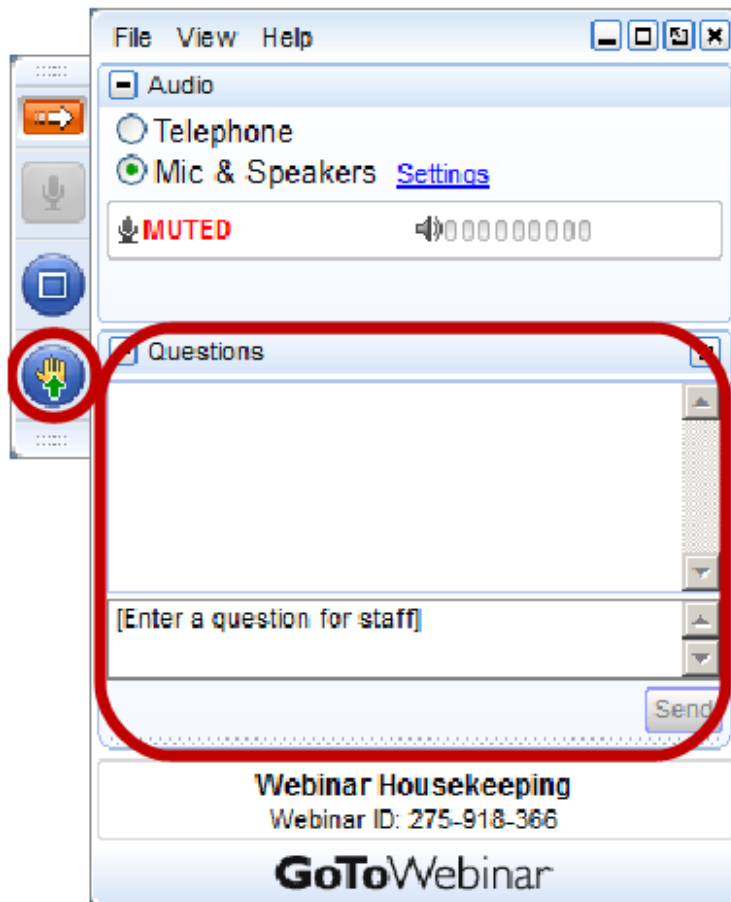
Recap

# Recap of Webinar (Key Takeaways)

**When searching for talent in this emerging candidate driven market, follow these key tips to attract and retain the best talent for your organization's needs:**

- With unemployment rate low and candidate's driving the market, you have to find creative ways to attract top talent.
- Understanding the job market is critical in knowing what you can do to retain your employees; also think about employees that resigned that may be worth bringing back.
- Look at your current recruiting and hiring process and determine what changes need to be made to make it more effective.
- Make sure you have a streamlined interview process that allows for quicker and better hiring decisions.
- Determine what perks/benefits you can offer employees that meets their needs/wants.
- If you need or would like assistance with developing these recruiting strategies, ask an expert – engage an RPO provider.

# Questions



You can type questions for our presenter in the chat pane of your Go-to-Webinar menu bar.

If we don't get to your questions during the Q&A session of this presentation, you can email them to [info@gnapartners.com](mailto:info@gnapartners.com).



- For additional resources, including our on-demand webinars, visit:  
[gnapartners.com/resources](https://gnapartners.com/resources)