

Talent Attraction & Retention Strategy



The competition for skilled employees is in demand. With aging demographics, employers are finding it increasingly difficult to access staff they need for their business. While many employers understand that they should update or change their method of attracting employees, many don't know how to start or take the first step.

The following strategies and tactics may help employers develop initiatives and approaches to attract and retain employees. These suggestions represent best practice examples to attract employees, as well as keep employees in your company after they have been hired.



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WHERE RIVERS MEET AND FRIENDS GATHER

Strategics and Tactics

ATTRACTING STAFF

Create a Positive Candidate Interview Experience

- Provide information about company history, future direction, company culture, advancement opportunities.
- Standardize interview procedures to ensure all interview questions focus on the candidate's qualifications.
- Provide an accurate description of the job and what a typical workday entails.
- Stay connected to candidates that you are seriously considering; keep them informed throughout the process to avoid them losing interest.

The Right Fit

- Hire employees that can do the job as well as fit into your company's culture.

Underrepresented Groups

- Widen your search to include underrepresented groups, such as Indigenous peoples, youth, older workers and people with disabilities.

Ask for Employee Help to Find New Employees

- Create an employee referral reward program to reward a successful recruitment outcome.

Utilize Job Boards

- Increase the reach of advertising through social media, WorkBC's job board, colleges, universities and sector publications.

Use Apprenticeship Programs

- Connect with the Industry Training Authority (ITA) to reach students completing apprenticeship programs.
- The Secondary School Apprenticeship (SSA) provides skill development through practical, hands-on work experience. Students enrolled at a Career Technical Centre can earn a secondary graduation certificate and credit towards a post-secondary certificate.

Utilize Industry Sector Channels

- Many sectors have provincial and national bodies that offer opportunities to promote job vacancies.

Form Alliances with Same-Sector Businesses

- Target approaches to strengthen the sector image and promote its strength as an economic driver in the community.
- Work collaboratively to support delivery of specialized training to attract employees.

Develop a New Employee Orientation Program

- An orientation program ensures that new employees are informed on company policies and practices, therefore feel a part of the team early in their employment.
- Pair and mentor new staff with existing staff: foster an early relationship among team members to relieve the stress of starting a new job; build camaraderie among staff.

Create and Deliver an Employer Brand

- Increase your reputation as an attractive employer and promote what you offer employees.
- Ensure a positive working atmosphere, demonstrating support for professional development and involve employees in strategic decision making.
- Answer the question: "Why you should work for us".
- Utilize existing staff success stories to share employee experiences.

STAFF RETENTION

Start an Employee Recognition Program

- Create opportunities for peer recognition that let employees recognize each other for a job well done.

Maximize Talent Utilization

- Establish a HR management practice that supports employees to set and achieve their career goals.
- Vary job assignments of staff who seek constant change and challenges to demonstrate diversity and help build new skills.
- Promote all occupations within the company and what is needed to successfully do that job.
- Promote from within to demonstrate a commitment to employees that maximizes available talent.

Create Strong Manager-Employee Relationships

- Encourage ongoing positive dialogue between staff and managers.
- Switch from a culture of "employee satisfaction" to one of "employee purpose", where managers play a more active coaching role.

Consider Cultural Sensitivity

- Establish flexibility regarding holidays and cultural observances.
- Ensure all staff are informed and educated in a multi-cultural workplace on cultural differences.

Explore Flexible Work Schedules

- Identify occupations in your workplace that can support work when it comes to hours of work and even the location of where the work is performed.

Initiate a Volunteer Leave Policy

- Support employees that contribute to essential volunteer services and demonstrate the company's commitment to giving back to the community.

Develop a Talent Succession Plan

- Capture the corporate knowledge through a plan that supports knowledge transfer from those looking to retire. This also supports employee progression in the company, an influencing factor to retain employees.