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*culture &
talent brand*

**ATTRACTING AND RETAINING
TALENT IN NAMPA 2020**

Shannon Rush-Call, MPA
Co-Founder, Strelo Group



CULTURE IS...
the way things
are done
around here.



talent attraction

- 46% of job seekers site company culture as **very important** when choosing to apply to a company
- 47% of job seekers site company culture as their **driving reason** for looking for work

talent retention

- Employees are **25%** more likely to **leave their jobs** if they feel there is a lack of respect between colleagues
- Employees who don't like their organizations' culture are **24%** more likely to quit



CULTURE IMPACTS BUSINESS OUTCOMES

- Strategy Execution
- Business Performance
- Employee Engagement
- Talent Attraction
- Talent Retention

SHAPE YOUR CULTURE STARTING FROM WHERE YOU ARE



1

Define, clarify, or amplify your vision, mission, and core values

2

Build a robust internal communication strategy

3

Implement a rewards and recognition program

4

Invest in developing your front-line leaders

5

Create experiences for mentoring & cross-department learning

6

Seek feedback from your employees on their experience

BRINGING CULTURE TO LIFE



Employee Programs

Internal-facing programs that bring your Company Identity to life

Rewards & Recognition
Performance Management
Compensation Strategy



Company Identity

Who you are.
Foundational elements upon which culture and employee and customer experiences are built

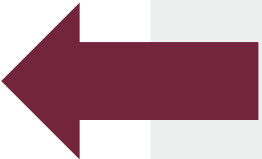
Vision
Mission
Values



Company Brand

External representation of your Company Identity

Marketing
Communications
Employer Branding



**AN EMPLOYER
BRAND IS...**

the reputation
you have as a
place to work.



QUESTIONS TO JUMP-START THINKING ABOUT YOUR EMPLOYER BRAND



- What are your current employees saying about their experiences at work?
- What “extras” do you offer employees?
- Where and how do you look for candidates?
- Where are you involved and visible in the community?
- What events do you sponsor, or organizations, do you support?
- Where and how are you sharing the stories of your employees and your company?

STRATEGIES FOR SHAPING YOUR EMPLOYER BRAND



1

Build consistent and compelling core messaging

- Revamp job postings to energize and inspire
- Highlight the role of technology in your operations
- Proactively manage your presence across channels: LinkedIn, Glassdoor, Indeed, Facebook, Instagram

2

Turn your current employees into brand advocates

- Understand employees' current experience & what they are saying
- Provide employees company talking points
- Ask employees to post a review on Glassdoor
- Create hashtags for company events or experiences
- Implement an Employee Referral Program

3

Implement a strategy to be visible in your community

- Sponsor community events
- SWAG!
- Encourage employees to volunteer on behalf of the company & talk (or post!) about it

RESOURCES TO LEARN & DO MORE



Local Expert Support	Practical Articles & Books	I want to “Geek Out”
<ul style="list-style-type: none">○ Strelo Group○ Human Resources Association of Treasure Valley<ul style="list-style-type: none">• 4 Practical Ways to Create a Successful Veteran Recruiting Program, Thursday, 4/16/20	<ul style="list-style-type: none">○ Reimagining manufacturing: A culture makeover○ How Manufacturing Companies can Build Positive Company Culture○ The Culture Blueprint, Robert Richman○ LinkedIn Employment Brand Slide Share○ The Talent Board	<ul style="list-style-type: none">○ Conscious Business: How to Build Value through Values, by Fred Kofman○ Culture First Podcast, by Culture Amp

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thank you!

Shannon Rush-Call, MPA
Co-Founder

[Strelo Group](#)

Shannon@strelogroup.com

208-908-2780