



We are here to help you succeed!

Contact us today!

Jerry Hernandez
Phone: (831)755-5393

Email: hernandezj1@co.monterey.ca.us
Website: <https://www.montereycountywdb.org>



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Finding Talent in the Months Ahead

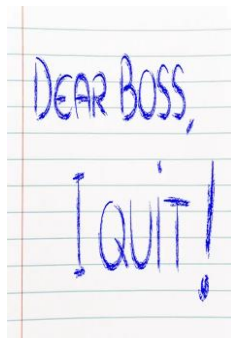


- Recruiting in 2022
- Cost of recruiting talent
- Employers' pain points
- Recruiting tips for 2022 and beyond



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The Great Resignation Continues to Create Challenges



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The Great Resignation in 2021



A record **47 million** people voluntarily quit their jobs in 2021

U.S. Department of Labor



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The Great Resignation Continues in 2022



Four million people per month are voluntarily quitting their jobs in 2022

CNBC



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Reasons Employees Are Leaving



- Compensation
- **Work environment**
- Job **insecurity**/reorganization
- Lack of **flexibility**
- Lack of **professional development**/growth



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Cost of New Employees



Businesses can expect to spend upwards of \$4,000 for each new employee they hire.



Society for Human Resource Management 2021

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Additional Factors

- Recruitment fees
- Staff time
- Relocation
- Training
- Negative team impact
- Disruption or incomplete projects
- Loss of customers
- Weakened employer brand



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What are Your Current Recruiting Challenges?



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Recruiting Pain Points

- Hard for my ad to **stand out** from the crowd
- Follow-up to increase **candidate response** rates
- Juggling daily tasks & recruiting is a **struggle**
- Candidates are **declining** job offers/ghosting
- Candidate **screening/interviewing** process
- Engaging with candidates I've **sourced online**



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Recruiting Changes in 2022

- Candidate driven market
- Focus on retention
- Internal mobility
- Increase in passive recruiting
- Bolder Employer Value Propositions
- Data driven recruitment



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Additional Trends in Recruiting



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Recruiting Tips for 2022 and Beyond



- Be **realistic** and inclusive about the job description
- Offer **flexibility** remote/hybrid work
- Have a **compelling** ad to stand out
- **Speed up** hiring process
- Candidate **experience** matters
- The "Contact Trifecta"- **call, text, and email**



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Compelling Job Postings

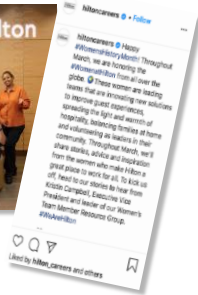
- Be **concise**
- Use **plain language**
- Be **specific**
- Be mindful of **word choice**
- Separate **required** and **preferred** qualifications
- Make sure postings **comply with** all California and federal laws



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Stand Out From the Crowd with Your Job Posting

- Tell your company's **story**
- Be **creative**
- Be visually **appealing**
- List **salary range** and **perks**
- Use **video**



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Advertise Strategically



Are you seeing the return on investment?



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Tables Have Turned

- Instead of asking "What makes you a good fit for this company?"
- Now, it's the other way around: "Let me tell you **why** our company is a good fit for you."



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Mental Health and Well-Being Check

73% percent of employers surveyed recognize the need to invest in employee's mental health and well being Lyra Health's State of Mental Health at Work Survey



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Be Prepared to Answer These Questions

- What's the **biggest opportunity** for this role?
- What's the most **challenging** aspect of it?
- What does **success** in this position look like?
- If you could **describe your team in 3 words**, what would they be and why?
- How did the company determine its **mission**?



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Recruiting and Social Media

- Recruit **passive candidates**
- Showcase your **employer brand**
- **Save** time and money
- **Expand** your job reach



92% of employers use social networks to find talent

86% of job seekers say they use social media for their job search



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Recruiting Process

What is the process at your company?
Is it followed by everyone at your company?



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Review Your Hiring Process

Your speed to hire can be the competitive advantage in 2022



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Candidates Tolerance Level is Low Too

1. Is your process easy to follow and understand?
2. Is pay range listed?
3. Are you treating applicants like customers?



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Candidate's Response to Application Request

Dear Jessica,



My resume is on LinkedIn.

I do not fill out redundant applications,

Good luck in your search.



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Your Recruiting Team

1. Right recruiting skills?
2. Willing to adapt and transition to what is required to attract top talent today?
3. Persistence, tech savvy, sales skills and creativity are critical
4. Recruiting is not a job for entry level employees



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Time Magazine 2021 and this Continues in 2022

“Workers have more bargaining power than they have had in the immediate past or the recent past.” October 2021



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Joblist Survey 2022

Study indicates that workplace **benefits** are more important to job seekers today than before the pandemic. January 2022



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When Candidates Apply



Everything Matters!



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Are You Screening All Candidates?

Robots May Snub Promising Candidates and

- Automatically reject candidates who haven't worked in six months
- Exclude candidate who is not a perfect fit



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Common Rating Errors

- Similar to me/different from me
- First impression
- Using yourself as the yardstick
- Using different standards for different people
- Personal bias
- Halo/horn



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The Interview Process



- Create a **positive candidate** experience
- **Standardize** the interview questions
- Train the **hiring managers** to interview
- Highlight **company culture** and brand
- Hire for **potential**, not experience



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Interviewing Tips for a Positive Experience

1. Be on time, prepared and organized
2. Structure the interview with relevant questions.
3. Ask behavioral based questions.
4. Treat candidates like customers
5. Put the candidate at ease and welcome
6. Share job description
7. Listen 90%, talk 10%
8. Involve others on your team
9. Give a candidate time to answer your questions
10. Answer candidate's questions



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Behavioral Questions

- Create interview questions to identify the presence of competencies needed
- Predict future job performance based on previous specific behaviors/experience
- Job-related and realistic
- Actual behavior vs. hypothetical

What have you done vs. what would you do?

Separates action from knowledge



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Don't Ask!

- What is your current salary?
- Do you have a criminal record?
- How many children do you have?
- What are your child care arrangements?



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Expect Candidates to Negotiate



Remember, it is not just about the money. **SELL** your company and the great things about working at your company.



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Selection Matters

- Employees fulfill mission
- Continuity of service
- Employee and client satisfaction
- Minimize future problems
- Expense
- Prevent the cost and impact of a bad hire



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Summary

- Have a realistic job description
- Have a compelling ad to stand out
- Speed up hiring process with due diligence as top talent won't wait
- Candidate experience matters
- Be transparent about the hiring process
- The "Contact Trifecta"- call, text, and email



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Summary

- Internal promotions
- Promote changes in your brand
- Behavioral interview questions are key to assess candidates
- Employee/non-employee referral program



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Questions?



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Thank you for participating!

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