

Attraction & Branding for Retention

Welcome

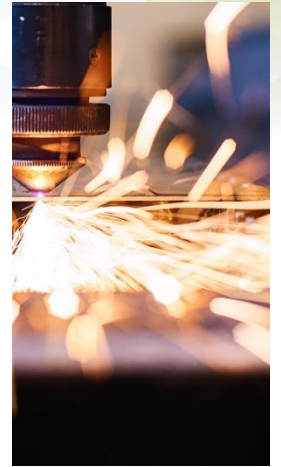
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Regional Client Executive & Workforce
Development Specialist



KEY POINTS

- Goal & Game Recap
- Attraction & Retention
- Branding



Goal...



Be the Employer of Choice

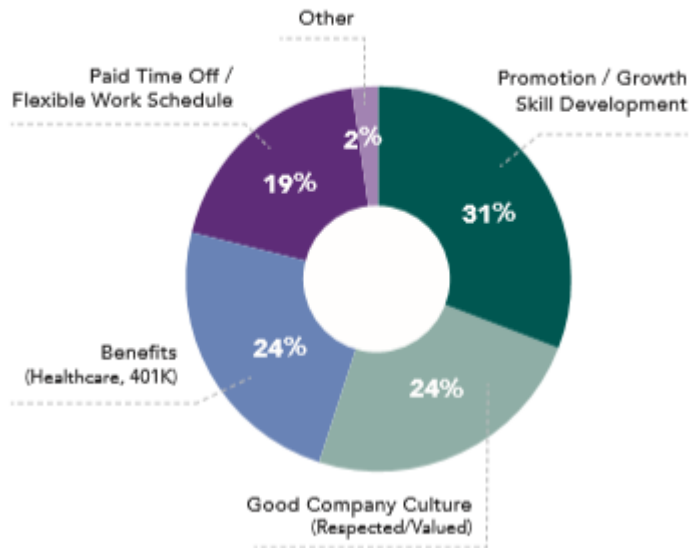
The Long and Short Game...



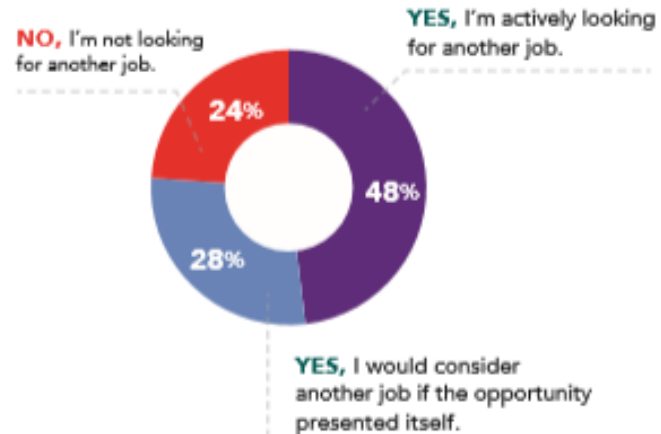
of Attraction & Retention

2020 & 2019 BLUE-COLLAR SURVEY

7 OTHER THAN PAY INCREASES, HOW CAN COMPANIES EARN YOUR LOYALTY?



11 ARE YOU ACTIVELY LOOKING FOR ANOTHER JOB?*



Top Categories of Reasons People Leave Jobs in 2017

- Career Development
- Work-Life Balance
- Manager Behavior
- Well-Being



Best Practices to Attract & Retain

Strong Onboarding & Buddy System

Career Pathways/Align to Pay

Regular Feedback



Antiquated Attraction & Retention

- Newspaper
- Career Fairs
- Signs
- Holiday party
- Gold Watch
- Suggestion Box
- Employee of the month
- Vending Machines



TOOLINGU

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Language of Attraction

A- Attitude & Aptitude

E- Entrepreneur

I- Innovative

O- Opportunity

U- Unique

Language of Attraction & Retention-New F words...

Fun

Family

Food

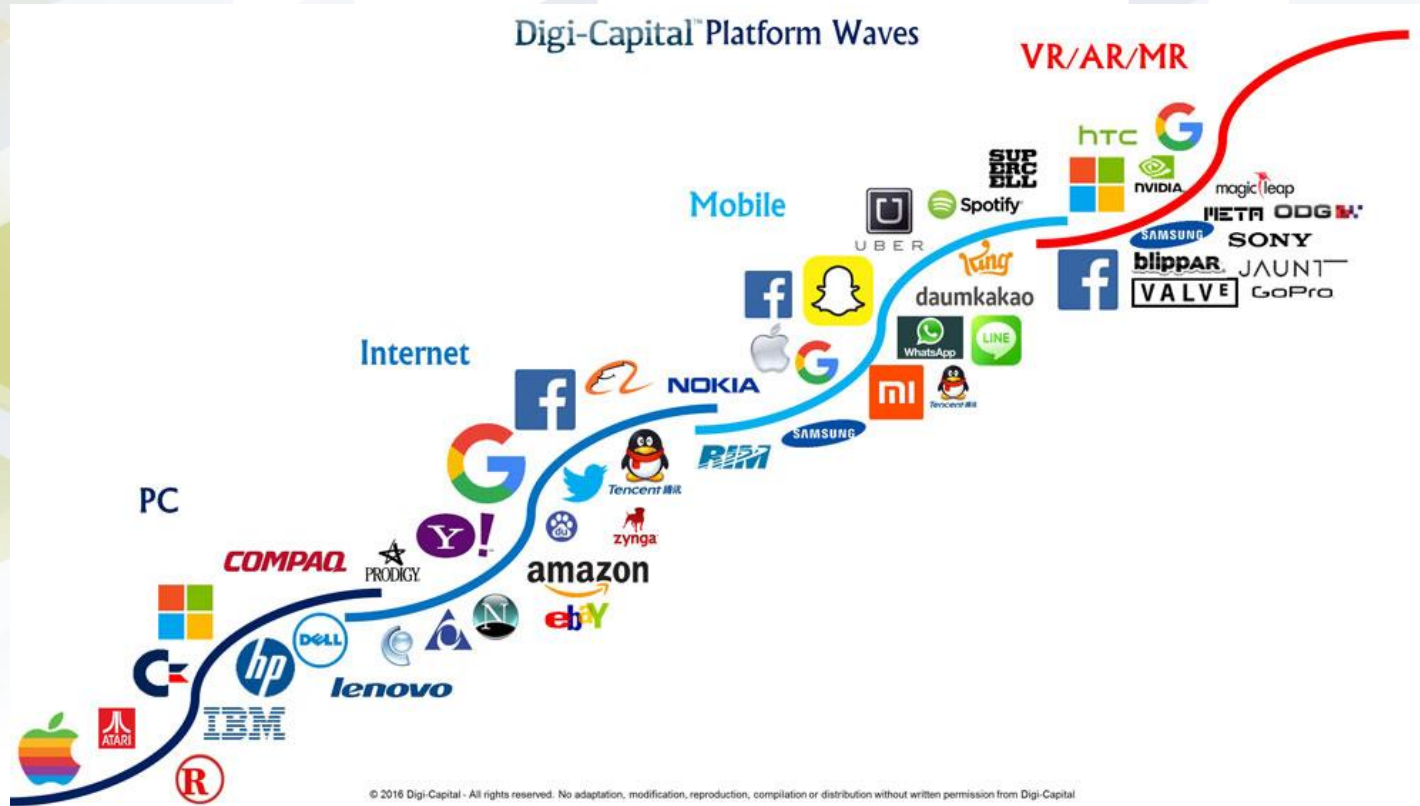
Friends



Clear Training and Career Pathways



Technology Shifts in Training



Employee Resource Groups

- Young Professionals
- Women's Leadership
- Green Team



Shadow Boards



Stay Interview

Semi structured between manager and employee

- ▶ What excites you about your job?
- ▶ Describe a good day of work you had recently.
- ▶ Think back to a time in the past year when you were frustrated about your current role. What contributed to that frustration?
- ▶ If you could change your role, what would you want to keep the same, and what would you want to change?
- ▶ Do you feel you can advance your career here if you want to?
- ▶ Do you feel you are properly recognized for your work?
- ▶ Do you feel you are respected and your concerns are addressed?
- ▶ Why do you stay here?

Get Creative...

- Geofencing
- Bosch's shifts & vacation
- Pet Insurance & Corn Hole
- New Populations to Attract
 - Justice involved citizens
 - Parents with children
 - Retirees



Branding...

- Tell your story...everywhere and to everyone
- Website
- Community Involvement
- Business Cards
- Billboards





THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OSU South Centers

A valued resource:

- Evaluating your competitive edge as an employer
- Marketing and branding you as an employer of choice
- Funding or sharing in your project. For example, website development and branding.



Manufacturing
Extension Partnership





OhioSE
ECONOMIC DEVELOPMENT

JobsOhio
Network Partner
● ● ● ● ● ●

Final Tips

- Communicate your corporate mission
- Show them their future
- Go digital
- Allow them to share their ideas
- Regular engagement surveys and pulse surveys



Interview Story



Upcoming Sessions and Discussions:

- The Generations & Culture-
Nov 10th
- Structured On-Boarding &
OJT-Nov 17th



Save the date!

Discussion

Thank you!

Please connect with me via LinkedIn or at
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