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Finders Keepers

Finding the right people and keeping them

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Creatively Filling Your Needs

• Needs Analysis
• Simple, Clear & appealing job description/posting with branding of company
• Target advertising

Where do you advertise?
Creatively Filling Your Needs

– Newspapers ($$)
– Websites (monster, Workopolis, etc) ($$)
– Temp Agencies ($$)
– Recruiters ($$)
– Career Fairs ($$)
– Local Schools (colleges & universities)
– Career Edge/Career Bridge/HRDC
– Referrals
– Be Creative!! What about: Radio, Friends, Family, Movie Theatre ads ($$), Waiting message on Phone, New Canadian Centre, churches, community centres
– Network with locals companies/associations
– Online: Facebook, LinkedIn, your website
– Pre-qualified pool of candidates
Sample Job Ads
Identifying The Right Candidate

• Screen resumes
• Consider Internal candidates?
• Role Model Interviewers with plan
• Behavioural/situational interview questions – standard set of questions for all candidates
Identifying The Right Candidate

• Matrix to track interview results
• Testing/Assessments
• Background/Reference Checking
Identifying The Right Candidate

• Choose right candidate, best fit:
  – What does the matrix say?
  – Can s/he be trained on gaps?
  – Don’t settle!
Identifying The Right Candidate

Be open to possibilities:
job sharing,
part time employees,
great candidate but for different/future role
Why would I come to <this area>??

• Provide local information/links/resources
• Take in event and/or tour city
• Connect to New Canadian Centre/other local community associations/clubs, libraries, churches
You’ve got them,
Now how do you keep them?

• **TALK TO YOUR EMPLOYEES!!**
  – Regular Career Chats/Pathing
  – Know and focus on their strengths
  – Find out what motivates them & reward them accordingly
You’ve got them, Now how do you keep them?

• Help them connect the dots to the business
• Invest in learning & development they need & want
• Foster open, inclusive & respectful environment
• Celebrate & Have Fun at work
Questions?
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