

Hiring and Retaining Employees – Get top talent in the door and keep them!
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Objectives:

We will explore best practices in finding qualified applicants in a tight job market and discuss how organizations can keep employees engaged to keep turnover rates low.

Outline:**Attracting**

- Job Descriptions
- Employer Branding – “Brand Ambassadors”
- Employee Referrals
- Social Media
- Recruiting Strategy
- Where and Who are you Recruiting
- Partnerships

Retention

- Employee Value and Engagement
- Work Structure
- Training and Continuing Education
- Compensation
- Benefits
- Communication