

Tools, Tips & Techniques for Hiring & Retaining Top Talent

“The most important decision you make each day is who you allow in the doors to take care of your customers.”

~Sam Walton

“If you hire the wrong people, all the fancy management techniques in the world won’t bail you out.”

~Red Auerback

“The day we screw up the people thing, it’s all over.”

~ Herb Kelleher

“Life is too short not to work someplace AWESOME.”

~Mel Kleiman

Presented by



President & Certified Speaking Professional

MEL KLEIMAN

Key Objectives

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Key Ideas



If I give you \$100 and you give me \$100, what do we each have?
If I give you an idea and you give me an idea, then what do we each have?

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

[illegible]

[illegible]

The Why Before the How

How Do You Rate?

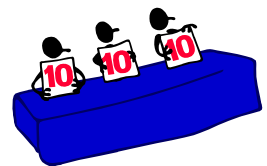
1. On a scale of 1 – 10 (where 10 is highest/best), how do you rate your organization on:

Recruiting? _____ Selection? _____ Retention? _____ Engagement? _____

2. How do you rate yourself on:

Recruiting? _____ Selection? _____ Retention? _____ Engagement? _____

3. What makes you these numbers?



4. What do you need to do to raise the bar?

Your Top 10 List/U.E.P.



Paint the Picture on the Box

ACHIEVEMENTS

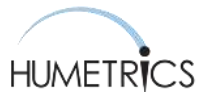
SKILLS

PERSONALITY

ATTITUDE / ABILITY

CAPACITIES

It's all about ability!



Always Be Looking

You'll never *FIND* the time; you have to *MAKE* the time.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Everything Is a Test

[illegible]

Tell Them Why...



You Have Only One Chance to Make a Good First Impression

The Power of Recognition



Tools You Can Use

Recruiting Words That Work

Combine these words and terms to create an exciting recruiting tool tailored to the position.

Headline Words

| | | | | | |
|------------|----------------|-------------|-------------|-------------|-------------|
| Announcing | Now/New | Outstanding | Challenging | Available | Opportunity |
| Future | Special | Ultimate | Premier | Genuine | Star |
| Best | Change of pace | Unlimited | Select | Immediate | Leader |
| Growth | Unique | Discover | Quality | Urgent | Wanted |
| Options | Leading edge | Valuable | Right now | Distinctive | Exclusive |
| Success | Imagine | Excellence | Limited | Immediate | |

Action Verbs

| | | | | | |
|------------|------------|-------------|-------------|------------|-----------|
| Control | Reorganize | Devise | Select | Delegate | Resolve |
| Guarantee | Acquire | Invest | Attract | Initiate | Adopt |
| Reach | Create | Join | Supervise | Resist | Develop |
| Accomplish | Implement | Specialize | Facilitate | Administer | Introduce |
| Coordinate | Report | Exercise | Collaborate | Design | Review |
| Guide | Adapt | Train | Pursue | Interpret | Analyze |
| Revise | Articulate | Expedite | Validate | Complete | Prevent |
| Anticipate | Establish | Plan | Generate | Focus | Verify |
| Direct | Launch | Upgrade | Consult | Produce | Schedule |
| Assign | Conduct | Consolidate | Approve | Appraise | Strive |
| Explore | Formulate | Diversify | Examine | Assist | Prepare |
| Provide | Invite | | | | |

Applicant Characteristics

| | | | | | |
|--------------|---------------|--------------|---------------|----------------|-------------|
| Accomplished | Knowledgeable | Dynamic | Competitive | Career-minded | Controlled |
| Sharp | Organized | Enthusiastic | Resourceful | Independent | Aggressive |
| Bold | Practical | Versatile | Go-getter | Dependable | Educated |
| Certified | Accurate | Leader | Conscientious | Outstanding | Established |
| Creative | Ambitious | Superior | Reliable | Professional | Ingenious |
| Mature | Bright | Topnotch | Responsible | Motivated | Skilled |
| Efficient | Committed | Curious | Hands-on | Articulate | Take-charge |
| Exceptional | Self Starter | Driven | Seasoned | Capable | Proficient |
| Adaptable | Motivated | Energetic | Imaginative | Trained | Confident |
| Stable | Talented | Competent | Flexible | Dedicated | Veteran |
| Visionary | Well-mannered | Qualified | Expert | Quick-thinking | Organized |

Company Characteristics

| | | | | | |
|-----------------|---------------|-------------|-------------|------------|-------------|
| Advanced | Progressive | Competitive | Major | Exciting | Trendsetter |
| Reputable | Sophisticated | Successful | Challenging | Innovative | Well-known |
| Aggressive | First class | Respected | Dynamic | Fun | Expanding |
| Developing | Outstanding | Traditional | Uncommon | Leading | Winning |
| Extraordinary | Established | Bold | Renowned | Vital | Stable |
| Family-oriented | Teamwork | Distinctive | Excellent | Fast-paced | |

Job Characteristics

| | | | | | |
|-------------|--------------|----------------|----------|--------------|-------------|
| Fast-track | Potential | Outstanding | Proven | Personalized | Diverse |
| Entry-level | Ground floor | Highly visible | Unusual | Intriguing | Extensive |
| Precision | Unlimited | Quality | Pleasant | Stimulating | Exceptional |

Positioning

Tell the applicant what is going to happen and what you want them to do:

- Tell the applicant briefly about the company and the job
- Position the applicant to tell you the truth
- Gather information
- Answer the applicant's questions



The Five Most Important Questions:

1. Tell me about the first job you ever had and what you learned from it.
2. Tell me about the achievements in your life you are most proud of and the obstacles or problems you had to overcome.
3. On a scale of 1 to 10, how would you rank yourself as a [job title/skill]? Why did you give yourself that number? What would it take for you to be an even higher number?
4. Tell me about your last performance review.
5. What one question would you like to ask me? Of all the questions you could have asked, why did you choose that one?



REFERENCE VERIFICATION FORM

PLEASE PRINT

Applicant's First Name _____ Middle _____ Last _____

I give _____, the "Company", permission to obtain the employment references necessary to make a hiring decision and hold persons giving references free from any and all liability resulting from this process. I waive any provision impeding the release of this information and agree to provide any information necessary for the release of this information beyond that provided on the employment application and reference verification form.

Signature _____

Date _____

COMPANY INFORMATION

| | | | | |
|--------------------------|--------------------|-----------------------------|-------------------|-----------------|
| Company | Address | Phone | From Mo. & Yr. | To Mo. & Yr. |
| Job Title | Reason for leaving | Supervisor's Name and Title | | |
| Describe duties briefly: | | | Starting Salary | Ending Salary |

JOB INFORMATION

Did you work overtime? ☐ Yes ☐ No How often? _____

Were you ever counseled about attendance or tardiness? ☐ Yes ☐ No If yes, how often? _____

Did you have a performance review? ☐ Yes ☐ No What was your last performance review rating? _____

What comments did your supervisor make at that time? _____

REFERENCE INFORMATION

When we speak to your former supervisor, we will ask him or her to rate your performance with regard to the following categories. Please rate yourself in the following categories as you feel he/she will rate you:

TEAMWORK: The degree to which you are willing to work harmoniously with others; the extent to which you conform to the policies of management.

Unsatisfactory Below Average Average Above Average Outstanding

DEPENDABILITY: The extent to which you can be depended upon to be available for work and do it properly; the degree to which you are reliable and trustworthy; the extent to which you are able to work scheduled days and times, as well as your willingness to work additional hours if needed.

Unsatisfactory Below Average Average Above Average Outstanding

INITIATIVE: The degree to which you act independently in new situations; the extent to which you see what needs to be done and do it without being told; the degree to which you do your best to be a top employee.

Unsatisfactory Below Average Average Above Average Outstanding

QUALITY: The degree to which your work is free from errors and mistakes; the extent to which your work is accurate; the quality of your work in general.

Unsatisfactory Below Average Average Above Average Outstanding

CUSTOMER SERVICE: The degree to which you relate to the customer's needs and/or concerns.

Unsatisfactory Below Average Average Above Average Outstanding

OVERALL PERFORMANCE: The degree to which your previous employer was satisfied with your efforts and achievements, as well as your eligibility for rehire.

Unsatisfactory Below Average Average Above Average Outstanding

Did you resign from this position? ☐ Yes ☐ No Discharged? ☐ Yes ☐ No Laid-Off? ☐ Yes ☐ No

Were you ever disciplined on the job? ☐ Yes ☐ No Explain: _____

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The Five Firsts

1. First Hour
2. First Day
3. First Week
4. First Paycheck
5. First 30 Days





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About Certified Speaking Professional Mel Kleiman

More than 25 years of experience (speaking, consulting, research, training, writing)



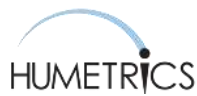
Clients include Pizza Hut, The Dwyer Group, Cracker Barrel, Harley-Davidson, and ExxonMobil (as well as countless trade and professional associations and franchise groups)

Author of five books including the best-selling *Hire Tough, Manage Easy*

Awarded the prestigious Certified Speaking Professional (CSP) designation in 1999 and member of the Society for Human Resource Management

About Humetrics (www.humetrics.com)

Founded by Kleiman in 1976, Humetrics helps organizations attract, select, and retain quality employees by offering expert consulting services as well as presentations and training programs, tools and processes that reduce turnover and increase profits. For over thirty years, the company has been a leading expert in recruiting, selecting and retaining frontline workers and the people who manage them. In addition to conducting in-depth, leading edge research, Humetrics prides itself on simplifying complex processes and delivering practical solutions that include customized employee selection systems and training programs.



Participant Evaluation Form

Your Name: _____

Company Name: _____

YOUR FEEDBACK FROM THIS SESSION:

What is the first action you will implement from this seminar?

What did you like best about this training? _____

What is one idea you will take back to your peers and/or employees?

- ☐ I *do want* regular email support in applying this training in the form of short, monthly Hiring Hints emails and blog posts.

My email address: _____
(Your email address will never be shared.)

- ☐ Thanks. No email now, but maybe later. ☐ I already receive your emails.
- ☐ This is exactly the kind of training I am looking for to improve our hiring process to reduce employee turnover and increase revenues and profits!
- ☐ I belong to a trade or professional association that would benefit from one of your programs at our next meeting. Please contact me so we can discuss this.

Phone Number: _____

This is my ☐ Cell Phone ☐ Office Phone TIME ZONE: ☐ Eastern ☐ Central ☐ Mountain ☐ Pacific

"The only thing worse than training your employees and losing them is not training your employees and keeping them."

~ Zig Ziglar