

# Recruitment and Retention Defined

Hiring and retention are the  
results of strategies and  
processes that support  
intended outcomes.

# RETENTION

## The Intended Outcomes

- ❖ Short and long term business strategies
- ❖ Improved employee engagement, moral, loyalty
- ❖ Reduced and stabilize employee turnover
- ❖ Support talent mapping: Promotions, lateral moves, leadership development, increased/decreased head count
- ❖ Reduce recruitment cycle time
- ❖ Reduce external recruitment efforts
- ❖ Increase productivity and efficiency = profit
- ❖ Protect and stabilize brand/company
- ❖ Enhance external relations
- ❖ Foster team-spirited culture



**Employee Retention**  
You've hired. Now what?

# OBSTACLES

Undervalued/No Recognition  
Money

Work Environment

Company Culture

Leadership

Hired for/Advanced to Wrong Job

Overlooked for New Opportunities

Lack of Skills/Training/Knowledge

Glass Ceiling: No Career Advancement Opportunities

Uncertainty (Acquisition/Economy/Personal Matters)

# Philosophy

Recruitment and Retention are the responsibility of **everyone** in an organization. They are a result of perpetual **processes** at multiple stages which lead to hiring and **retaining** employees.

# Retention

...the responsibility of  
**EVERYONE** in an organization.

...result of perpetual  
**PROCESSES**....



**Cormack  
Recruitment**

Talent Acquisition Experts.

# Everyone?

**Hiring Manager**

**Employee**

**Management Team (Internal Resource)**

**Peers (Internal Resource)**

**Support Departments: HR, Operations, IT (Int. Res.)**

**Vendors, Schools & Industry Partners (Ext. Resources)**

# Role of the Hiring Manager

**Set Goals and Expectations**

**Lead**

**Coach/Mentor**

**Manage/Direct**

**Observe**

**Communicate**

**Involve**

**Motivate/Inspire**



**Cormack  
Recruitment**

Talent Acquisition Experts.



# Role of the Employee

**Understand Goals and Expectations**

**Learn**

**Perform**

**Exceed**

**Communicate**

**Participate**

**Engage**

# Roles of Internal and External Partners

**Advise**  
**Train**  
**Mentor**  
**Collaborate**  
**Communicate**  
**Motivate/Inspire**  
**Partner**

You've got 'em, let's keep 'em!

# GRADUATED RETENTION PROCESSES

# THE **L**EARNER'S LICENCE!



1. Integration: On-boarding & orientation
2. Training
3. 3-month probationary review

# THE LEARNER'S LICENCE!



1. Integration: On-boarding & orientation: Hiring Manager, Internal Partners (HR, IT, Ops, Peers)
2. Training – Hiring Manager, Internal/ External Partners, Employee
3. 3-month probationary review – Hiring Manager, Internal Partners, Employee

# THE NOVICE STAGE!



4. On-going training and development
5. Regular Reviews & Career Planning
6. Succession: Expert, Lateral Move, Promotion

# THE NOVICE STAGE!



4. On-going training and development: Hiring Manager, Internal/External Partners, Employee
5. Regular Reviews & Career Planning: Hiring Manager, Internal Partners, Employee
6. Succession: Expert, Lateral Move, Promotion: Hiring Manager, Internal Partners, Employee

# FULLY LICENCED!



7. Sustain and Exceed Performance

8. Train, Develop, Review, Grow

9. Repeat, repeat, repeat



# FULLY LICENCED!



7. Sustain and Exceed Performance: **Employee**
8. Train, Learn, Develop, Review, Grow: **Employee, Hiring Manager, External/Internal Partners**
9. Repeat, repeat, repeat: **Everyone**

# OBSTACLES

- ✓ Undervalued/No Recognition
- ✓ Money
- ✓ Work Environment
- ✓ Company Culture
- ✓ Leadership
- ✓ Hired for/Advanced to Wrong Job
- ✓ Overlooked for New Opportunities
- ✓ Lack of Skills/Training/Knowledge
- ✓ Glass Ceiling: No Career Advancement Opportunities
- ✓ Uncertainty (Acquisition/Economy/Personal Matters)

## Revved Up And Ready To Go



# Q & A

