

STRATEGIES TO RECRUIT & RETAIN TOP TALENT

2:00 PM - 3:30 PM

Moderator: Anthony Gargiulo Jr – Vice President of HR for World's Finest Chocolate







ANTHONY GARGIULO JR.

- Two Time Graduate Of Loyola University
 - BA History
 - MS Industrial Relations
- Over 30 Years In Human Resources
- Industry Experience:
 - Advertising
 - Direct sales
 - Distribution
- In-store marketing
- Non-profit
- Transportation
- Food manufacturing
- Experience at Santa Fe Railway and USF Corporation





REALITY...

THE WALL STREET JOURNAL.

Why Working on the Railroad Comes with a \$25,000 Signing Bonus

Tight labor market forces BNSF, Union Pacific to dangle big incentives from Missouri to Oregon *By Paul Ziobro*

April 23, 2018 7:00 a.m.

Railroad workers are being offered signing bonuses of up to \$25,000 to join BNSF Railway and <u>Union Pacific</u> Corp. as the freight railroads struggle to fill jobs in a historically tight labor market.





REALITY...

THE WALL STREET JOURNAL.

How Bad Is the Labor Shortage? Cities Will Pay You to Move There

Towns with unfilled jobs are handing out money, student-debt relief and home-purchase assistance to lure potential employees—one by one

By David Harrison and Shayndi Raice April 30, 2018 11:27 a.m. ET





REALITY...

The Washington Post

The U.S. Doesn't Have Enough Truckers, And It's Starting To Cause Prices Of About Everything To Rise

By Heather Long May 21, 2018

https://www.washingtonpost.com/news/wonk/wp/2018/05/21/america-doesnt-have-enough-truckers-and-its-starting-to-cause-prices-of-about-everything-to-rise/?utm_term=.9107e31dc57b





STRATEGY 1

Prioritize Culture Before Strategy & Tactics

- Your Mission and Your Core Values = Your Vision
- Define what your culture is and discuss it.
 - To what degree are you internally aligned?
 - Would an interview panel gave the same answers?





STRATEGY 2

Understand Your "Public Culture"

- How do candidates see you on social media? Consistent with reality?
- At what level does you company engage?

In a ever-changing transparent world, your culture, your workplace environment is no secret and is there for all to judge





NEW YORKER

Annals of Human Resources

January 22, 2018 Issue

Improving Workplace Culture, One Review at a Time

With its emphasis on transparency, the jobs site Glassdoor aims to upend corporate power dynamics.

https://www.google.com/amp/s/www.newyorker.com/magazine/201 8/01/22/improving-workplace-culture-one-review-at-a-time/





STRATEGY 3

Assess Your Talent Management Approach

Most Basic and Important Questions ask:

- Do we value and prioritize internal development?
 - So, is it the primary pipeline for filling roles?
- Do we execute on it (are we good at it?)
- Can we measure the cost savings vs. external recruiting and associated expenses sometimes needed to attract outside talent?





GROUP DISCUSSIONS

- How does your organization differentiate itself in the marketplace?
- Is your Social Media strategy aligned with your talent strategy and its tactics? How?
- What recruiting and retention tactics are you currently using?





SOME TACTICS...FOR RECRUITING

DIFFERENTIATE YOUR ORGANIZATION

- Employee Referral Programs Turn Your Employees Into Talent Scouts
- Compete In And Advertise Your Employer Awards
- Sign On Bonus Or 6 Mos., Merit Review
- Student Loan Repayment Program
- Flexible Schedules Remote Work
- Bank Of PTO Or Advance Tier For Vacation Eligibility
- Community Engagement Opportunities (And Days Off For This), etc.





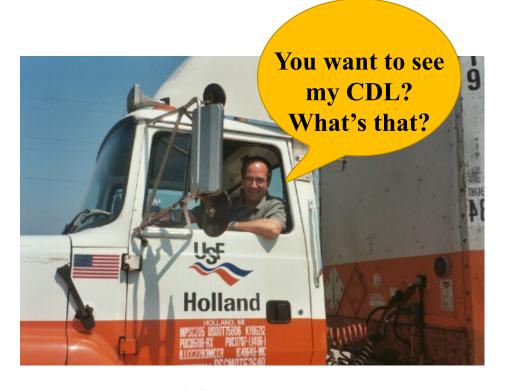
SOME TACTICS...FOR RETENTION

For All Tactics, Ask – Will It Build Trust?

- Progressive Performance Management (Is it a true <u>dialogue</u>, or check the box/rating? Are your standards consistent among Leaders?)
- Prioritize Recognition (Formal and Informal)
- Employee Development (Is it encouraged or are Leaders too territorial?)
- Interactive Communication (Are employees encouraged to speak up? Do they have a voice? Do you survey staff?)
- How transparent is your business? (Do you share business goals & results?)
- Incentive Program and other Rewards (For all or just some?)







Recruiting Is Important.
Because Not Just Anyone Will Do.





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