



STRATEGY HOUSE

Talent Attraction & Retention: The Role of Messaging

94%

of consumers consider being a good employer an important part of a company's responsible business practices

[Cone CSR Report, 2017](#)

79%

of candidates use social media in their job search

Glassdoor, 2017



87%

of consumers will buy from a company based on
values

[Cone CSR Report, 2017](#)

More than ...

10,000
workers / day

are estimated to turn 65 between now and 2021

Pew Research, 2010

A Solid Foundation: Culture

Define Your Core Values

Integrity

Boldness

Honesty

Trust

Accountability

Commitment to Customers

Fun

Humility

Continuous Learning

Ownership

Constant Improvement

Leadership

Diversity

Innovation

Quality

Teamwork

Simplicity

Passion



Integrity

Do what is right, not what is easy.

Integrity is choosing courage over comfort; choosing what is right over what is fun, fast or easy; and choosing to practice our values rather than simply professing them.

Develop an Employer Value Proposition



CUSTOM CYLINDER SOLUTIONS

OUR COMMITMENT TO EMPLOYEES

JARP is a collaborative and fun workplace. We focus on continuous improvement, personal development, and advancement opportunities.

Create a Culture Deck

1. Define your Culture
2. Document it
3. Share it
4. Promote it

Attracting Talent

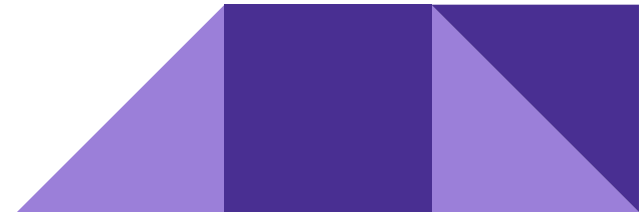
Think Differently about Manufacturing

Tell a better story to attract and retain talent:

Promote the benefits of manufacturing

Promote the benefits of your company

Promote your region

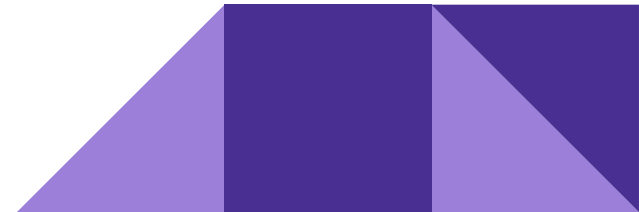


Understanding Your Ideal Candidate

Instead of...

- targeting potential customers, you're targeting potential employees.
- generating leads, you're generating applicants.

Set out to attract potential employees, educate them about your organization and the available position, and convert them into an applicant.



Update Job Descriptions

Focus on traits, not skills

Think outside the box for
unique experience

Promote culture in the digital space

89% of job seekers use their mobile device for job searching - LinkedIn 2018

55% of job seekers abandon applications after reading negative reviews online LinkedIn 2018

Retaining Talent

Develop an onboarding plan

90 Day Campaign

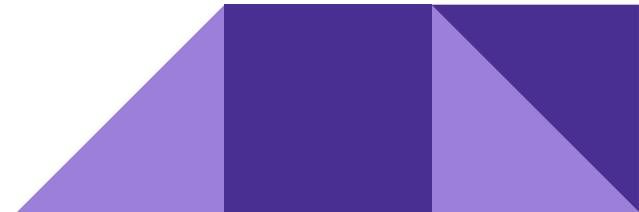
Create intentional touch points to help retain new talent.

Get people invested, make sure they have the right resources.



Communicate & reinforce culture internally

- Access to leadership
- Leadership Quarterly Strategy Updates
- One on one quarterly reviews with management
- Career Track Coaching & Mentorship Programs



Employee Engagement

Let your team tell your
brand story.

Attract. Retain. Grow.

Content not your forte? It's ours. Give Strategy House a call.