

Little things make a big difference!

WORKING SOLUTIONS

Must Evaluate and Define the Issues Holistically

So what are the issues?

Issues

- Not Glamorous Industry
- Hot and Cold
- Dirty
- Dusty
- Dangerous
- Not much of a career path
- Lots of Competition for employees

Department of Labor Facts

2016	Mining and Logging	Total Private
Total Hiring	44.2%	47.8%
Total Separations	55.7%	46.1%

So What Should You Do?

- Sell the business?
- Give up?
- Keep doing what you're doing?
- Hope and pray?



Employer Branding is Very Important

What is your brand?

“It's all about capturing the authenticity of the company culture”

Strong

Opportunities

Respectful

Teams

Family

Fun

Rewarding

Secure

Advancement

Safety First

Good Benefits

Friendly

Outdoors

Physical

Fresh Air

How to Do It

- Copy other's ideas
- Videos on website
- Bill Boards
- Ads for newspaper
- Best Place to Work – most states have this
- Brochures for recruiting fairs



How Does Your Organization Reach Potential Employees?

- Other employees
- Relationships with high schools, technical colleges, universities
- Social media

What is the profile of a successful employee and do you evaluate that before making an offer?

- ✓ Think about the disabled
- ✓ Consider ex-offenders
- ✓ Don't forget the older workers

The Key Ingredient to Having a Great Place to Work

Leadership

People leave Managers not Companies

<https://www.youtube.com/watch?v=lmyZMtPVodo>

Simon Sinek | Why Good Leaders Make You Feel Safe | TED Talk



What Does Good Leadership Look Like

- Communicate Simply, Clearly and Often (#1 thing employees want)
- Integrity
- Insight
- Influence
- Impact
- Encourage/Care
- Develop Other Leaders
- Confidence and Resiliency

Your Employees Want

To Be Respected and Feel Valued

- ✓ Must listen to employees – they are not all the same
- ✓ They may not want to be managers, but they do want to be considered as skilled professionals
- ✓ Transparency and Communication
- ✓ Continuous improvement is important for many

Employees Want Recognition (79% of turnover is the result of lack of recognition)

4 types of recognition:

1. Cultural – saying thank you (public and private is good)
2. Exceptional Performance
3. Career Milestones
4. Team & Company



Onboarding is Critical to Retention (the largest percentage of employees leave in less than a year)

- Make it simple
- Make it ongoing for the first year (touch points throughout)
- Assign a buddy/coach/mentor to each new hire
- Consider a 30/60 or 90 day interview
- Perform stay interviews with your best employees
- Periodic employee surveys are good tools (how you address is even more important)

30/60 and 90-day Check-in Interview

- What has been the highlight of your first month?
- What excites you when you think about coming to work?
- Is the role what you thought it would be?
- Is the training and activity pace right for you?
- What are the 2-3 primary challenges you are experiencing?
- On a scale of 1-5, 5 being the best, please rate your level of confidence so far.
- What would allow you to do the best work of your life here?
- What support or feedback can we provide?
- If you were trying to recruit somebody into our company, what would you tell them about why this is a great place to work?
- Is there anything else that is important to you that we didn't cover in this meeting?

Annual Stay Interview

- What has been the highlight of the year so far?
- If you won the lottery and didn't have to work anymore, what would you miss most about your job?
- What keeps you working here?
- Think back to a time when you have been at least slightly frustrated or anxious in your job. What were the factors that most contributed to that frustration?
- What eventually happened to lower that frustration?
- What support or feedback can we provide?
- Have you ever thought about leaving? If you have, what was it that made you consider that, and why did you decide to stay?
- What would you like to accomplish in your career that you aren't sure you would be able to accomplish here?
- On a scale of 1-5, 5 being the most happy, how happy are you in your job so far?
- What would need to happen to make that a 5?
- If you were trying to recruit somebody into our company, what would you tell them about why this is a great place to work?
- Is there anything else that is important to you that we didn't cover in this meeting?

Simple yet effective employee relations tools

- Birthday/work anniversary cards
- Free food is always good (try to link to something positive)
- Gift cards
- Safety awards
- Family events are good
- Monitors in the break rooms (various types of communications)



Engagement Tools

- Focus Groups
- Employee Surveys (must handle appropriately)
- Training Opportunities
- Leading teams or Projects
- Seeking feedback and input
- Recognize positive contributions



Wrap Up

- Challenging Times
- Branding is Important
- Good Leadership is the Key
- Must Recognize More Systematically
- Onboarding is the Key to Retention for the first year
- Utilize Effective and Creative Employee Relations tools
- Engage the Workforce at Every Opportunity

What Did I Not Mention?

Pay/Money

Most Recent Survey of 200,000 employees

1. Appreciation for your work
2. Good relationships with colleagues
3. Good work-life balance
4. Good relationships with superiors
5. Company's financial stability
6. Learning and career development
7. Job security
8. **Attractive fixed salary**
9. Interesting job content
10. Company values

Thank You!

QUESTIONS?