11/3/2023 updated the about trinet slide

8/15/2023 – took the file from 5.10.2023 academia and revising to actually put into new brand. Deck had been converted in April for small business week, but conversion was uneditable images.

Forgot to save to a new file, so the 5/10 deck is now a hybrid of old and new – started saving as this on ~15 slide

8/21/2023 – added polls for surgical center virtual webinar – and update about Trinet slide to 6/30/2023 stats

Piecing Together the Talent Puzzle:
4 Truths About Finding and Keeping Great Talent

Kristin Russum, SPHR

Director Organizational Development Consultant

The HR expertise to help SMBs drive success

30+years in business

an average of
544,000users

22,000+clients

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*As of 9/30/23

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Agenda

1. Workforce Trends Challenges

2. 4 Truths about Finding and Keeping Great Talent

3. Actionable Takeaways

Workforce expectations have shifted

The rise of purpose

Humanization of the workforce

Distributed and remote work teams

Employee well being

Retention a strategic priority

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Truth 1:

Flexible work models are here to stay

A new approach to attracting talent

The best talent out there will have several options

- Offer flexibility whenever possible

- Look beyond traditional talent pools

- Get creative with incentives such as work/life balance programs, childcare, pet care, tutoring, language courses and tuition reimbursement

- Offer full-time benefits, stay bonuses and meal allowances

Diverse staffing is more than an obligation – today it's a business imperative.

- Use inclusive language in job postings (ad, career pages etc)
- Provide training for hiring teams
- Look beyond traditional talent pools
- Use AI tools that mask personal identifier information on resumes
- Interview with an eye towards unconscious bias
- Seek out diverse, divergent perspectives when evaluating and selecting candidates
- Tell great stories about people being successful through DEI programs

How often does flexibility come up in conversations with your employees?

- **Rarely**
- **Sometimes**
- **Frequently**

Truth 2:

Culture always matters, but it matters now more than ever

How confident are you that your culture is where you want it to be?

Cultivate a culture of belonging

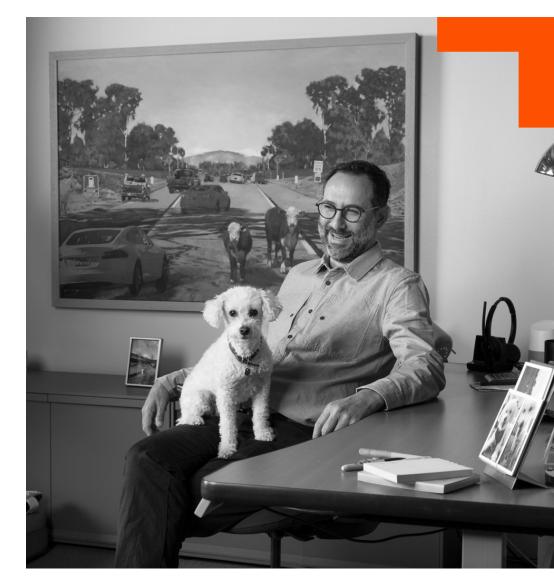## Fostering belonging can lead to a 50% lower risk of turnover

Betterup, May 2021

Elements of belonging

Seen, Supported, Connected, Proud

Belonging can lead to a 56% increase in job performance, a 50% reduction in turnover risk, a 167% increase in employer net promoter score

Inclusive leadership activates belonging

1. Visible commitment
2. Humility
3. Curiosity about others
4. Cultural intelligence
5. Awareness of bias
6. Effective collaboration

"What leaders say and do makes up to a 70% difference as to whether an individual reports feeling included"

--Harvard Business Review

Truth 3:

People want to work for a purpose

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Help employees find fulfillment

Purpose from the organization

Corporate purpose, culture, employee experience are the only aspects the org controls directly

Purpose from the role

Engaging with and making progress on work activities that provide energy and meaning

Purpose from outside of work

Caring for family, volunteer activities and hobbies

I am 100% aligned to my organization's purpose.

Truth 4:

Learning new skills is a powerful source of motivation

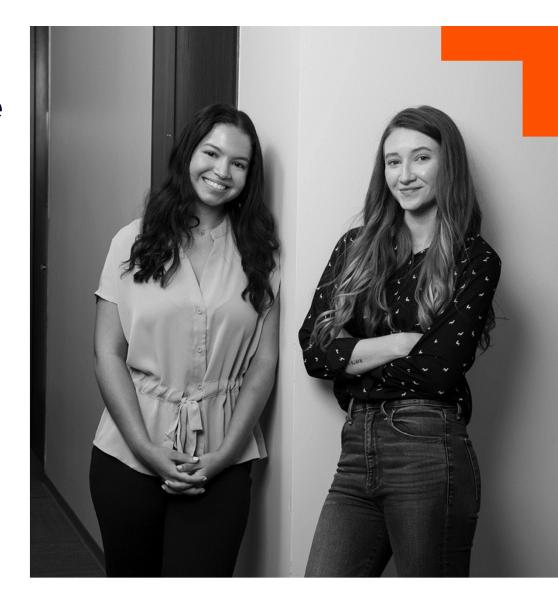# How to Build an upskilling or reskilling program

- Identify the job to be done

- Clarify the skills and capabilities needed

- Evaluate skills gaps

- Provide targeted training grounded in adult learning principles

- Cultivate an environment where it's safe to make mistakes, document and learn (progress, not perfection)

- Provide performance feedback and support

Growth and development can happen from anywhere

- Stretch assignments
- One-one-one or group coaching
- Job shadowing
- Mentoring programs
- Forums and peer groups
- Social platforms
- On-demand resources
- Networking groups

Word Cloud

What are you doing currently to support reskilling and upskilling your employees?

Wrap up

❑ Get creative, experiment, iterate!

❑ Get to know your people and what is important to them

❑ Cultivate the conditions for employees to succeed

❑ Help people find meaning and fulfillment in their work

❑ Provide the leadership , toold and resources your people need to win

Questions?

eGuide resource for attendees:
The role of employee experience in building a resilient organization

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Start impacting organizational change with TriNet

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Thank You!