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THE 5 STAGE
INDUSTRIAL
— TALENT —
ATTRACTION
FORMULA

A Blueprint for Building a
High-Performing Team



PROGRESSIVE
RELIABILITY



Are you ready to unlock the true potential of your organization and unlock limitless success?

If you're eager to discover the keys to stabilizing or expanding your team through strategic and successful hiring, you're in the right place. This comprehensive guide is designed to empower you with THE framework every major company has mastered. Our aim is to move your department to new heights of excellence.

In the following pages, we'll delve into the intricacies of the internal hiring process, equipping you with essential insights and actionable strategies. From attracting top-tier talent to nurturing applications, conducting impactful interviews, providing effective training, and fostering employee retention and growth, we cover each critical stage that contributes to assembling a high-performing team.

With an emphasis on professionalism and long-term success, **this guide will enable you to transform your hiring practices and achieve remarkable outcomes for your organization.** Prepare to witness a positive shift in your company's culture and productivity as you implement these proven methods for creating an exceptional team.

Investing in your employee's development and well-being is the cornerstone of building a resilient and thriving workforce.

Application Generation - Attracting Top Talent

The first stage of building a high-performing team is attracting top talent through effective application generation. Just like lead generation for customers, you need to craft a stellar job listing that communicates your company's culture, values, and unique selling points. Here are some key strategies:

JOB LISTING OPTIMIZATION:

- ✔ Craft a compelling job ad that clearly outlines the role's responsibilities, qualifications, and expected outcomes. This should be as enticing as it is informative.
- ✔ Showcase your company's unique selling points, culture, and values to attract candidates who resonate with your organization. Focus on "why you, why now".
- ✔ Emphasize growth opportunities, skill acquisition and the performance impact the role offers to entice ambitious and high-caliber candidates.

According to **Indeed**, Job seekers spend an average of 49.7 seconds reading a job ad, so it's crucial to capture their attention quickly.

According to **LinkedIn**, 93% of employees would stay at a company longer if it invested in their careers.

According to **Glassdoor**, 77% of job seekers consider a company's culture before applying for a job.

SOCIAL MEDIA AND EMPLOYEE REFERRALS:



Leverage ALL social media platforms to expand your reach and attract a diverse pool of talent. LinkedIn, in particular, is a powerful tool for attracting professionals, with 77% of recruiters using LinkedIn for their hiring needs. Facebook marketplace is also a much-overlooked local resource for finding trade & technical talent.



Encourage your current employees to refer potential candidates, offering incentives such as bonuses or recognition for successful referrals. According to a study by Jobvite, employee referrals lead to faster hiring times and better employee retention.



Showcase positive employee experiences and accomplishments on social media to bolster your company's reputation. According to a survey by Edelman, 68% of candidates trust a company's social media posts to provide an accurate picture of the employer's culture and work environment.

UTILIZE NICHE PLATFORMS:

Target specific industries or roles by posting job listings on niche job boards and specialized career websites. Niche platforms allow you to reach candidates with specialized skill sets and interests exclusively related to your unique company. This approach ensures that your job reaches candidates with the right skill sets and interests, increasing the likelihood of finding the perfect fit for your team.

VIRTUAL CAREER FAIRS AND EVENTS:

Host virtual career fairs and events to engage directly with potential candidates. Virtual career fairs have gained popularity in recent years, with a study by Brazen showing that 85% of job seekers would attend a virtual career fair.

Present your company's values, culture, and work environment during these events to help candidates envision themselves as part of your organization.



According to a survey by Jobvite, 58% of candidates said that company culture is more important than salary when considering job offers. It's also important to get many levels of the company involved in this "talent push" in order to fill the roles & stabilize the department that's benefitting.

Example:

You post a well optimized recruitment campaign on social media, showcasing the perks of working at your company and the benefits of the open position, and the impact your company has on the industry and community. Employee referrals flood in, you respond to everyone promptly, and your job listing gains traction on niche job boards, attracting highly targeted candidates.

Actionable Insight

Implement a multi-pronged approach to application generation by leveraging social media, employee referrals, niche platforms, past applicants and virtual events. Optimize job listings to create a compelling narrative that highlights your company's culture and growth opportunities to attract the right talent. Ensure this program is set with goals and a limited timeline, as it will only be successful if it's a priority across all stakeholders.

STAGE 02

Application Nurturing - Cultivating Strong Connections

In Stage 2, application nurturing plays a crucial role in building strong connections with potential candidates. Timely and personalized communication shows that you value their interest and fosters a positive impression of your company. Here are some tactics to implement:

TIMELY RESPONSES:



Acknowledge receipt of applications promptly, sending personalized (NOT AUTOMATED) thank-you emails within 24 hours of application submission. Treat applicants with a “quality customer service” mindset.



According to a survey by CareerBuilder, 82% of candidates expect to hear back from a company after applying, even if the employer is not interested.



Keep candidates informed about the hiring process, setting clear expectations regarding timelines and next steps and stick to your promises. Lack of communication during the hiring process is a leading factor in candidates' negative experiences, according to a survey by Indeed.

VALUABLE CONTENT:



Provide valuable content to applicants, such as blog articles, company news, and employee testimonials.

A study by Jobvite found that 48% of candidates research a company's online content before deciding to apply.



Create a newsletter or blog series that offers insights into your company's industry and provides an understanding of your organization's vision and values.

According to a study by Hinge Research Institute, companies with informative blogs generate 67% more leads per month.

VIRTUAL TOURS AND Q&A SESSIONS:



Offer virtual tours of your office or workspace to give candidates a glimpse of your company's environment and culture.

According to a survey by TopResume, 90% of candidates consider a company's work environment as an essential factor in their decision to accept a job offer.

Organize virtual Q&A sessions with current employees or team leaders, allowing candidates to ask questions and gain further insights.

According to a survey by TopResume, 90% of candidates consider a company's work environment as an essential factor in their decision to accept a job offer.

Example:

Your newsletter featuring employee spotlights receives positive feedback from candidates, showing their genuine interest. The personalized thank-you emails assure candidates that you value their application and are committed to maintaining transparent communication.

Actionable Insight

Establish a well-structured application nurturing process that includes timely responses, valuable content, and interactive opportunities like virtual tours and Q&A sessions. Personalized communication demonstrates your organization's commitment to creating a positive candidate experience.



Interview - Making a Lasting Impression

The interview process is a critical stage where you not only evaluate the candidate but also persuade them that your company is the ideal place for their career growth. To make a lasting impression on potential hires, follow these guidelines:

PREPARE A STRUCTURED INTERVIEW PLAN:



Develop a structured interview plan that includes standardized questions to assess candidates consistently. Consistent formats create consistent grading - which produces consistent results!



A study by McKinsey & Company found that structured interviews are **81%** more effective at predicting job performance.

Remember, what gets measured gets managed.



Ensure that interviewers are well-prepared and aligned with the company's values, fostering a consistent candidate experience.



According to a study by Glassdoor, a poor interview experience can lead to **58%** of candidates sharing their negative experience with others.

HIGHLIGHT COMPANY VALUES AND CULTURE:

- ✓ Use the interview process to emphasize your company's core values, vision, and mission. Candidates who feel aligned with a company's values are more likely to accept job offers and stay with the company long-term, according to a survey by Robert Half.
- ✓ Showcase the company culture and work environment to attract candidates who share your organization's ethos.



A study by LinkedIn found that **70%** of professionals would not work at a leading company if it meant they had to tolerate a bad workplace culture.

SHOWCASE GROWTH OPPORTUNITIES:

- ✓ Share success stories of employees who have grown within the company, demonstrating a clear path for career advancement.



According to a survey by Mercer, **93%** of employees consider career growth opportunities as a top factor for job satisfaction.

- ✓ Discuss opportunities for learning, professional development, and skill enhancement available to employees.



A study by Gallup found that employees who are provided with opportunities to learn and grow are **68%** less likely to leave their jobs.

ASK BEHAVIORAL QUESTIONS:



Incorporate behavioral questions that assess candidates' problem-solving, adaptability, and teamwork skills. Behavioral questions provide insights into how candidates handle challenges and align with your company's values. They also demonstrate your awareness of critical factors in actively creating and aligning culture.

For example: “Describe a situation where you had to adapt to unexpected changes in a project or work environment. How did you handle the situation, and what was the outcome?”

Example:

During the interview, you share success stories of employees who have advanced within the organization, demonstrating the potential for career progression, how they demonstrated the behaviors you're looking for - and how they were rewarded for it. The interactive interview process leaves a lasting impression on candidates, fostering excitement about joining your team.

Actionable Insight

Design a structured interview plan that focuses on showcasing your company's values, culture, and growth opportunities. Incorporate behavioral questions to assess candidates' compatibility with your organization's core values.



Training - Equipping Employees for Success

In Stage 4, training sets your new employees up for success and ensures they become valuable contributors to your organization. A comprehensive onboarding program and ongoing training are crucial for their professional development. Consider the following:

COMPREHENSIVE ONBOARDING:



Develop a comprehensive onboarding program that introduces new hires to your company's culture, policies, and procedures.



A study by the Aberdeen Group found that companies with a formal onboarding process have a **54%** greater new hire retention rate.



Assign thoughtfully paired mentors or buddy systems to support new employees during their onboarding journey. These early relationships are critical to their successful integration.



A study by the Corporate Leadership Council revealed that employees who have a mentor are promoted **five times more often** than those who do not.

SKILLS TRAINING:

- ✔ Offer role-specific skills training to ensure that new employees possess the necessary knowledge and expertise to excel in their positions. Monthly or quarterly briefs or demonstrations work best to ensure consistent adoption of new skills & processes.



A survey by LinkedIn Learning found that **94%** of employees would stay at a company longer if it invested in their career development.

- ✔ Provide opportunities for continuous learning and upskilling to keep employees engaged and adaptable.



According to a report by the World Economic Forum, an estimated **50%** of all employees will need reskilling by 2025.

ROLE-SPECIFIC AND CROSS-FUNCTIONAL TRAINING:

- ✔ Provide cross-functional training opportunities to foster collaboration and a broader understanding of the organization. The more positive relationships an employee develops within the organization, the more reasons they'll have to continue their career with you.
- ✔ Encourage employees to participate in workshops, seminars, and webinars to gain insights beyond their immediate roles. Continuous learning leads to increased employee engagement and reduced turnover, **according to a study by Gallup.**

FAMILIARIZATION WITH COMPANY TOOLS AND TECHNOLOGY:

- ✓ Ensure that new hires are familiar with the tools and technology they'll be using to perform their jobs efficiently.



A study by McKinsey found that companies with higher technology adoption have higher productivity growth.

- ✓ Offer training sessions and resources to support their proficiency and efficiency.



According to a survey by Training Industry, 94% of employees say they would stay at a company longer if it invested in their learning and development.

Example:

Your technical maintenance team participates in hands-on workshops and webinars to sharpen their technical skills. Then you incentivise the team and hold it accountable to implementing the top 3 strategies. The onboarding program ensures that new hires quickly integrate into the team and understand the company's culture.

Reward & recognition are everything here!

Actionable Insight

Develop a comprehensive 90 day onboarding program that includes skills training and familiarization with company tools and technology. Provide opportunities for cross-functional training to enhance employees' understanding of the organization's broader context and encourage continuous learning.

STAGE 05

Retention & Ascension - Cultivating a High-Performing Team

The final stage focuses on retaining and elevating your employees to create a high-performing team that drives your business forward. By nurturing a culture of growth and recognizing their contributions, you can encourage long-term loyalty and commitment. When you foster commitment, you increase knowledge transfer and decrease backfills. Consider the following strategies:

EMPLOYEE RECOGNITION PROGRAM:

- ✓ **Establish an employee recognition program** to acknowledge and reward outstanding performance and contributions.



According to a survey by Bonusly, **82%** of employees feel more motivated to work harder when they receive recognition.

- ✓ **Recognize employees not only for achievements but also for embodying the company's values** and fostering a positive work environment.



A study by Gallup found that employees who receive regular recognition are more engaged and have higher job satisfaction.

6 Recognition Types

PUBLIC

Public recognition involves praising an employee's work in a venue that other people can view. This can include recognition given at in-person events, like meetings or conferences, or written recognition from emails, social media posts, or company updates.

In one study, 84% of companies surveyed found that social recognition measurably and positively impacted employee engagement, making this an extremely effective and valued recognition type.

PRIVATE

In contrast to public recognition, private recognition involves acknowledging an employee's performance only to them. You can do this with a conversation, email, or even a handwritten note.

Often thoughtful and personalized, this recognition type can show an employee that you've thought carefully about them and their work.

PEER-TO-PEER

Peer-to-peer employee recognition involves an employee's hard work receiving acknowledgment from a co-worker or peer rather than a manager. Whether private or public, this recognition can be meaningful, as it comes from someone who may work with the employee every day and know them very well.

While managers may not always be able to give peer-to-peer recognition, they can promote it by developing peer feedback systems or by promoting positive discussion at meetings or events.



STRUCTURED

Structured, or formal, recognition takes the form of preplanned emails, speeches, events, or other curated forms of recognition. This type of recognition often comes as part of a regular feedback process that requires the recognizer to complete many steps before giving their recognition.

For example, they may submit a piece of praise for approval or develop a quarterly event to honor high-achieving employees.



MILESTONES

Milestone recognition allows a company to acknowledge employees who have completed extensive and significant service. For example, you could recognize an employee who has been with the company for 50 years or one who has closed over 100 sales.




This type of recognition can remind employees that you appreciate their dedication to their roles.






TEAM OR PROJECT

Team or project recognition honors an entire group of employees who have completed positive work. This could include a department that met its quotas for a quarter or a project team that completed its work ahead of schedule.

CAREER PATH PLANNING:

-  Offer career path planning to demonstrate your commitment to employees' growth and advancement within the organization.
A survey by the Harvard Business Review found that employees are **12%** more likely to stay at their jobs if they see a clear path for career development.
-  Offer career path planning discussions with employees to understand their aspirations and align them with suitable growth opportunities.
A study by Mercer found that employees who feel supported in their career development are more likely to stay with their current employer.
-  Implement clear advancement pathways to provide employees with a sense of direction and purpose.
A survey by Workplace Trends found that 87% of employees consider career development opportunities essential in their decision to stay with a company.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES:

-  Provide employees with opportunities for continuous learning and skill development to enhance their expertise.
-  Provide ongoing professional development opportunities, including mentorship programs, workshops, certifications, and educational assistance.
A study by the Association for Talent Development found that companies with a strong learning culture are **46%** more likely to be the leader in their industry.
-  Encourage a culture of continuous learning and personal growth within the organization.
A survey by PwC found that 77% of employees are more likely to stay with a company if it provides opportunities for them to learn and develop new skills.

SUPPORT EMPLOYEE WELL-BEING:

- ✓ Promote flexible work arrangements and transparent communication to support employee well-being and work-life balance. A study by the World Health Organization found that companies with well-being programs experienced a **25%** reduction in healthcare costs.
- ✓ Promote work-life balance by offering flexible work arrangements, remote work options, and wellness programs.
A survey by the American Psychological Association found that work-life balance is a significant factor in employee well-being and job satisfaction. **Overwork is a clear path to turnover.**
- ✓ Facilitate open communication channels for employees to voice concerns and suggestions, fostering a sense of belonging and care.



According to a study by Quantum Workplace, 77% of employees who felt heard at work were engaged, while only 29% of those who didn't feel heard were engaged.

Example:

Your company's mentoring program pairs experienced team members with junior employees, fostering knowledge-sharing and skill development. Regular town hall meetings keep employees engaged and provide opportunities for them to share their ideas and feedback. Then you use their feedback to make meaningful changes & improvements.

Actionable Insight

Implement an employee recognition program to acknowledge and reward outstanding performance. Offer career path planning and professional development opportunities to demonstrate your commitment to employees' growth. Create a supportive work environment that promotes well-being and fosters open communication.



CONCLUSION

Building an exceptional team starts with mastering "The 5 Stages of Every Amazing Hire." By attracting top talent, nurturing applications, conducting compelling interviews, providing excellent training, and implementing retention and ascension strategies, you'll create a high-performing team that drives your business forward.

Remember, investing in your employees' growth and well-being is the key to unlocking limitless success for your organization.

Get ready to witness your company's transformation as you implement these proven strategies for an amazing hire!

CHRIS PEPIN

Founder & Managing Partner,
Progressive Reliability



Chris Pepin is the founder of Progressive Reliability, a manufacturing talent & consulting firm. Prior to ProReli, he served as the Founder & Managing Partner at Magnanimous Consulting, where he built & stabilized teams for mid to late stage venture backed data & analytics software companies. Chris initially acquired his passion for talent & consulting as the Lead business developer for The HCI Group, a healthcare company he helped place as #3 on the INC5000 list of fastest growing companies in the U.S.

Chris graduated from Florida State University with a BS in Business Administration, with a focus on Entrepreneurship. He serves as a College of Business mentor at his alma mater, and also mentors youth through his involvement in Big Brothers Big Sisters of America. Progressive Reliability is a proud supporter of veterans through K9s for Warriors and Chris is a former board member of Operation New Uniform.



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