**Admit Your Recruiting Strategy is Broken**

**& Do Something About It**

Dr. Wade Larson, SHRM-SCP, SPHR

Optimal Talent Dynamics

SHRM Talent 2023

**RECRUITMENT**

|  |  |  |
| --- | --- | --- |
|  | **ASSUMPTIONS** | **REALITIES** |
| **Pre-Pandemic** |  |  |
| **Post-Pandemic** |  |  |

OTHER REFLECTIONS:

**BUILDING YOUR RECRUITMENT STRATEGY**

|  |  |  |
| --- | --- | --- |
|  | **ADOPT & IMPLEMENT BEST PRACTICES** | Find what others do, adapt to meet your needs, continuously try new things. |
|  |  |
| **RE-SKILL WORKERS** | Continuous Improvement in Talent Development & Improvement |
|  |  |
| **TAKE A WORKFORCE DEVELOPMENT APPROACH** | Balance INTERNAL and EXTERNAL resources to meet needs (both short-term and long-term) |
|  |  |
| **“RE-WORK” WORK** | Take a different approach to how you get things done… |
|  |  |
| **FOCUS ON ORGANIZATIONAL CULTURE FIRST** | Create a sustainable culture where people want to come and stay… |

1. **Focus on Organizational Culture First ☺**

**Q: Why should anyone want to work for you?**

**(Current Employees ● Candidates ● Money Isn’t an Option)**

A picture containing text, font, screenshot, line

Description automatically generated

What are your cultural pillars?

* How do people grow?
* How does their work matter?
* How do you build community?

1. **Re-Work Work**

Competencies

**Eliminate – Automate – Delegate – Consolidate – Streamline/Re-Align**

1. **Workforce Development**

Succession Planning

IDPs

1. **Up-Skill/Re-Skill Talent**

A picture containing text, screenshot, font, colorfulness

Description automatically generated

1. **Best Practices**