

Welcome!

We will be starting shortly

The top 5 ways you can beat the hiring crisis

May 24th, 2022

Intros

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Overview

1. The State of Hiring in 2022
2. The Top 5 Ways You Can Beat the Hiring Crisis



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The State of Hiring in 2022



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The State of Hiring in 2022

- The turnover rate has reached **140%+**
- Hourly wages have increased by an average of **10%**
- Every hotel, restaurant and tourism business has a **“Now Hiring”** sign in its window
- The candidate ready to re-enter the workforce is **applying to 5-6 jobs** at a time
- Managers are spending **more time covering shifts** and less time actively hiring



Jobs posted since 2020

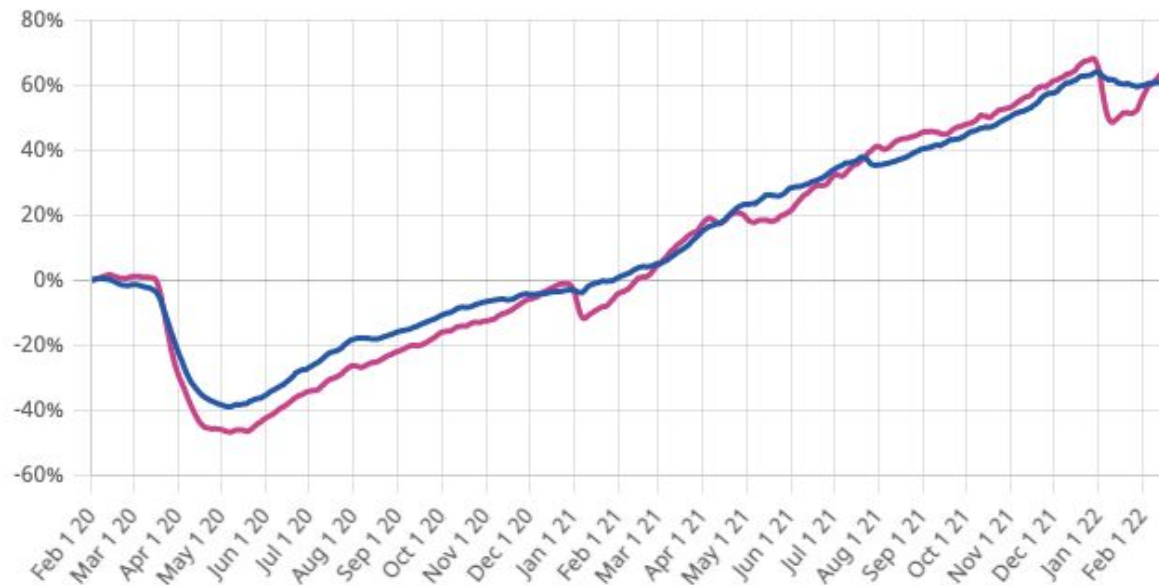
Total Job Postings on Indeed by Country

% change in job postings since Feb 1, 2020, seasonally adjusted, to Feb 18, 2022

Select Australia, Canada, France, Germany, United Kingdom, and/or United States below:

United States x

Canada x



Source: Indeed



Why is There A Shortage of Workers?



Pandemic

- Many workers feel unsafe in such an in-person environment

Inadequate benefits

- Many workers are looking for things like paid leave or health insurance

Long working hours/stressful work environment

- Workers have been forced to work longer hours and cover extra shifts

Jobs in different industries

- In the past year, 15% of hourly workers have changed industries. And an additional 33% of workers want to do the same.

Workforce Shortage Continued...

Government aid

- Unfortunately there is a reality that federal government aid has had an impact
- There are still a lot of people who want to work - so where are they going?

New emerging industries

- Amazon, DoorDash, UberEats, Lyft, Work from home, etc.



Tip #1: Cast A Wide Net

Where are Employees Looking for Jobs?

- 90%- Online Job Boards
- 42%- Referrals/Word of Mouth
- 39%- Social Media
- 37%- Walking into Local Businesses

How to Optimize for this:

- Use multiple job boards - **10+ is key**
- Create a great referral program, incentivize with \$\$\$
- Join LinkedIn and Facebook Groups
- Visit schools, and job fairs with QR code to application

Tip #2: Promote Promote Promote

Actively Recruit

- Attend **local** career fairs and job events
- Hold a **recruiting webinar**- incentivise attendee's
- Dive deeply into social media- look into **TikTok**

Think Outside of the Box

- Put application QR codes on **receipts**
- Visit local school and cultivate relationships
- Use QR code or text to apply **hiring posters and fliers**
- **Incentivise applicants**- offer free products or gift cards for those that show

Tip #3: Meet Your Applicants Needs

Optimize Job Postings

- Highlight **wage and benefits**
- Try to include **schedule flexibility**
- Hit on main keywords (**SEO**)

Utilize Mobile

- Millennials & Gen-z make up the bulk of your workforce (76%+), **you want to be on their radar**
- Get in front of them by making your hiring process mobile-friendly- **be faster and reduce ghosting**
- **66% of job seekers feel that it is acceptable for recruiters to contact them via text, while 73% say they want to receive targeted job offers via text**

Tip #4: Automate the Process

Create screening criteria for applicants

- Age, travel, citizenship, availability, etc.
- Work history, qualifications, culture

Create templates for communication

- Pre written text, and email formats, interview templates and candidate feedback

Set time aside each week for hiring and interviews

- 9-11am and 2-4pm M-F

Tip #5: Retain Current Employees

Referral Bonuses - Automate with Workstream

- Referral bonuses encourage employees to **refer capable candidates** and **help you hire another qualified employee**
- Many offer referral bonuses of **\$200-\$500** for each new hire, with an additional **\$100-\$200** given to the new member

Performance Bonuses & Career Development

- Performance bonuses motivate employees to meet **company objectives** and **tie them to goals**
- Home Depot, for example, rolled out a bonus plan allowing employees to earn up to an additional month's pay when they meet criteria, including **sales, cash flows** and **throughput goals**

Spot Bonuses

- Spot bonuses incentive your team to put in their best work- **you can reward excellence and recognize top performers- these can be cash, movie tickets, gift cards or even extra time off**



**WE ARE
HIRING!**

Text **80310043** to **31063** to apply



Scan To See All Jobs

Questions?

For further information regarding Workstream and our relationship, please feel free to reach out to Workstream.



WE HELP YOU HIRE FASTER!

Johnny Frederick

Helping local business stay
staffed and reduce hiring costs

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Thank you!