

Recruitment and Retention – How to Work With the Best

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What We'll Cover

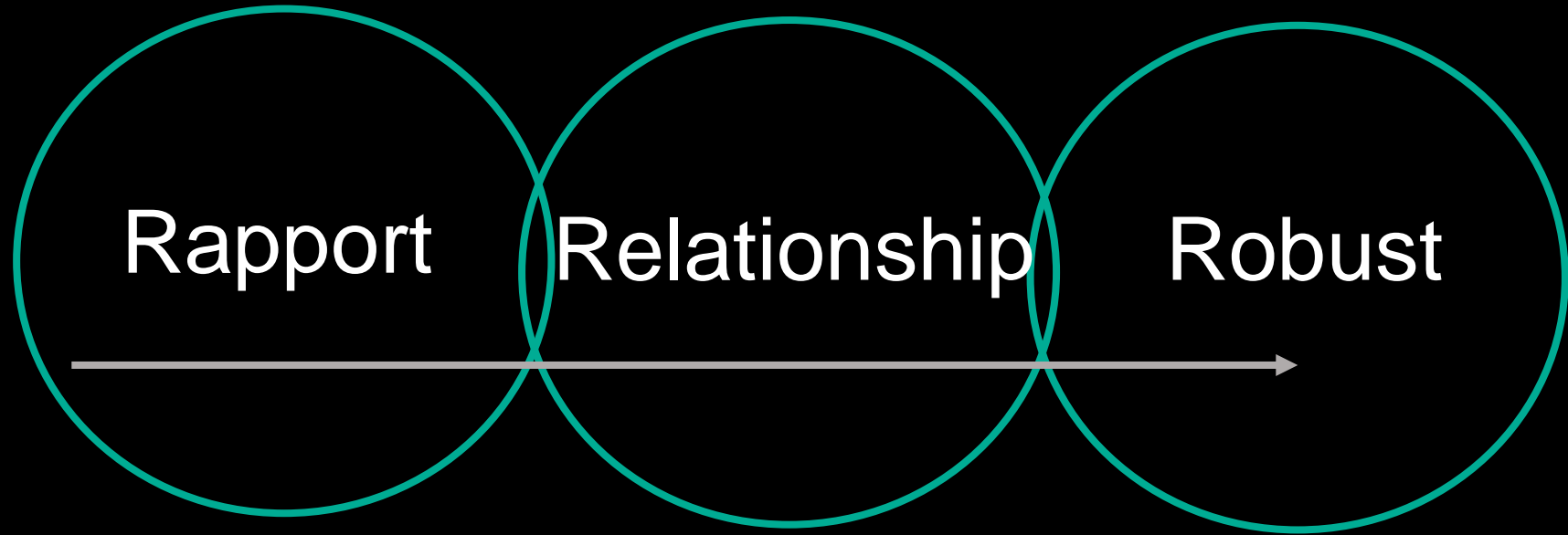
1. Basic psychology behind retention and recruitment.
2. The 4 C's – Connection, Contribution, Challenge & Care.
3. What is currently working for you and what needs to change.
4. Dealing with the staff you don't want to retain.

Connection

DO I BELONG HERE?

We are tribal, with an instinctive need to belong to social groups, physical places and collective experiences.

Connection



RECRUITMENT ← ————— → RETENTION

Connection

REFLECTION

How can you create greater rapport within your recruitment?

And greater belonging within your current teams?

Contribution

WHAT DIFFERENCE DO I MAKE?

We need to feel like we have purpose, are making a difference, and contributing to the wider tribe.

Contribution

REFLECTION

*What can you do to create a greater sense of contribution for current staff?
And demonstrate that in recruitment?*

Challenge

CAN I GROW AND DEVELOP?

We have an instinctive desire to grow, a need for stimulation, achievement, and ways to enhance our potential.

Challenge

REFLECTION

How can you ensure everyone has opportunity to develop?

And demonstrate that in recruitment?

AM I VALUED?

Feeling cared for is a basic human need. It creates security, comfort and validation.

Care

REFLECTION

*How can you improve the care and value of your people?
And demonstrate that care in recruitment?*

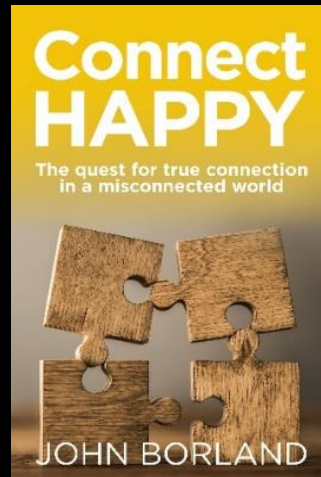
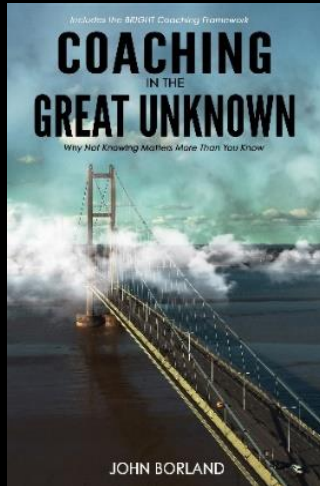
Don't want to retain

When should you start the process of moving people out?

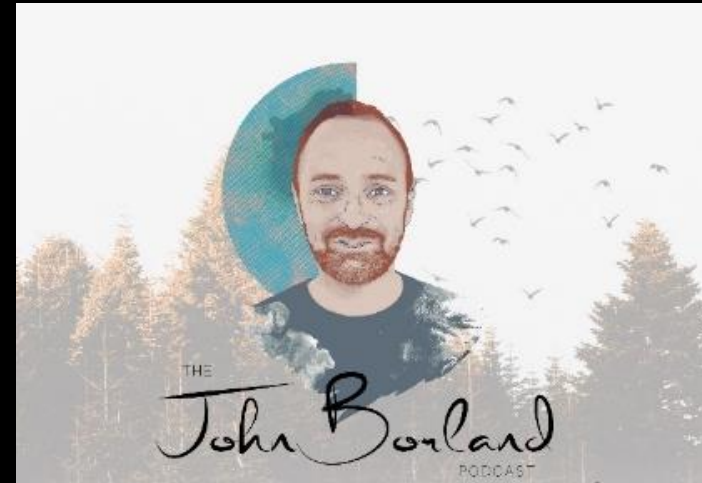
Train, Transfer, Terminate – John C Maxwell

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