

HIRING IN 2023

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HIRING
IS
HARD
BUT





“We cannot solve a problem by using the same kind of thinking we used when we created them.”

ALBERT EINSTEIN

OVERVIEW

- **Finding Your Messaging**
- **Meeting Your Applicants**
- **Making It Easier**



BE THE BEST

- MOST **IMPACTFUL**
- MOST **FUN**
- MOST **GROWTH-CENTERED**
- MOST **FLEXIBLE & UNDERSTANDING**
- MOST **APPRECIATIVE & POSITIVE**
- _____

& know how to message it

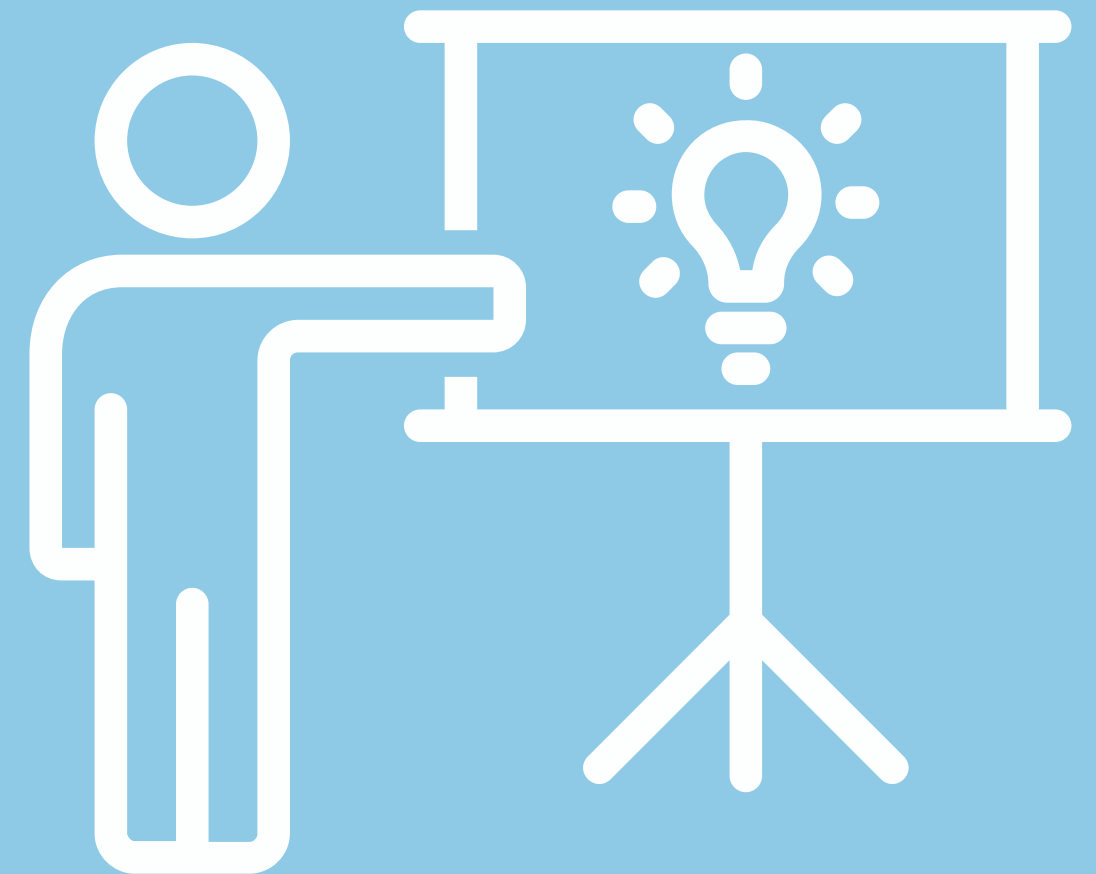
WHO ARE YOU?

- 1. What are the five best parts of working for you?**
- 2. Why wouldn't someone be successful with you?**
- 3. Most successful new staff in the past two years?**
- 4. What is true about these staff?**

- WHAT'S YOUR **STORY**?
 - WHAT'S YOUR **IMPACT**?
 - **WHAT'S YOUR DIFFERENCE?**
- UNIQUE VALUE PROPOSITION

2-3 SENTENCE PITCH

1. You know how ___ (something is true) _____ ?
2. Working here is like _____ (Something else that solves it) _____
3. Give at least a little perspective.



WORKING HERE IS LIKE...

Working here is like _____, _____, and _____ *(insert 3 things that make sure the job looks hard and fun and impactful).*

For a lot of people doing any of those three things might be tough, but for the right people, it's amazing. What do you think?



MEETING YOUR APPLICANTS



WHERE ARE THEY?

- Instagram
- TikTok
- With Friends
- With Family
- On Their Phone





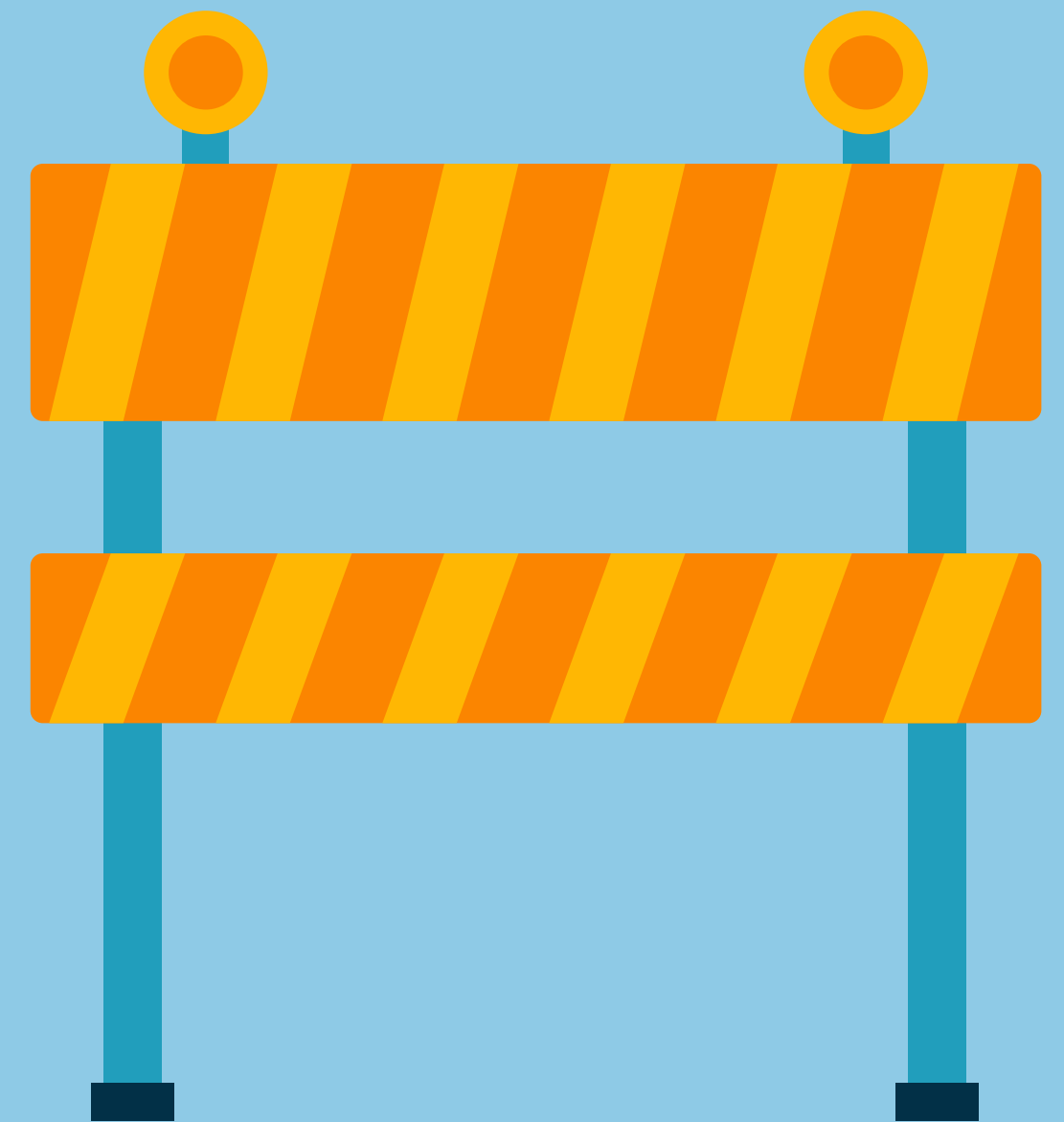
**DON'T PLAY HARD TO GET.
PLAY HARD TO FORGET.**

DRAKE

**KNOW
LIKE
TRUST**



BREAK DOWN BARRIERS



**MAKING
IT
EASIER**



Get all the stuff done ASAP

Help them (& keep helping)

Offer connection

Stay in touch

Tell them what to expect

**NOW THAT
YOU HAVE
THEM,
KEEP THEM**





THANK YOU!

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INSTAGRAM



GET OUR EMAILS!