

FOUR TYPES OF WORKERS YOU SHOULD HIRE RIGHT NOW

ATTRACTION, ENGAGEMENT, AND RETENTION.

Are HR professionals thinking about much else these days? Probably not and for good reason, as the number of job openings remains at near record highs and the unemployment rate continues to hover at or below the point at which most consider “full employment.” Job seekers have the upper hand in the supply-demand balance and are using that advantage to come and go as they please. Consistent with this reality, turnover continues to creep up.

If you feel like you’re stuck between a rock and a hard spot—to either search for new talent amidst a shrinking pool or to entice workers away from your neighbors—you’re not alone. Both strategies are challenging and beg the question: Is there a better way? We think so.

LET’S GIVE PEOPLE A REASON TO WANT TO WORK

Everyone works for a different reason. To attract marginally-attached workers, you’ll have to divide the group into categories, understand the challenges each face, determine which challenges your facility can overcome, and use this information to entice a few to re-enter the workforce. Sound like a bunch of work? Lucky for you, we’ve done some of it.



STUDENTS. You and I know a college degree isn’t the only way to land a well-paying job, but many don’t. Create apprenticeship programs—possibly ones that pay wages in line with a year or two of experience if your need is great enough—to give inexperienced talent the opportunity to earn a living wage while developing skills. Target secondary and post-secondary counselors and, if possible, attend education fairs—you could snag someone before they enter a formal degree program.



SECOND CHANCERS. Our data¹ suggest broad use of background checks unnecessarily shrinks the talent pool. Consider partnering with work release, parole, and other second-chance programs. Our experience suggests that program participants are sometimes the best, most reliable workers on the floor. Conversion rates tend to be good, and many workers feel a sense of long-term loyalty to the first employer that gave them a chance.



CAREGIVERS. We’re serious when we say you should consider a new shift. Elwood is aware of two manufacturers that have successfully attracted and retained primary caregivers by creating schedules around the local school system, thus eliminating the barrier of childcare costs. One manufacturer created a part-time shift that operated from 8:30am to 2:30pm. Another manufacturer went a step further and created a shift that mimicked the annual school calendar—no school, no work, no problems.



SPECIAL CASES. Accommodations come in many shapes and sizes. It might be worth looking at the critical components of each job and thinking about what aids could be put in place to enable someone with a need to perform the role as well as anyone else.

¹View What Are You Getting Out of a Background Check: Peace of Mind or Performance? at www.elwoodstaffing.com/whitepapers

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