

FULLY STAFFED: How to Find and Keep Great Employees in Difficult Labor Markets
Presented by Award Winning Keynote Speaker and Bestselling Business Author, Eric Chester

Description: The biggest threat facing today's business owners and managers is not how they can get new customers and improve sales, but rather how they can find, develop, and keep qualified employees to do the tough, vital work that keeps them in business. The kinds of jobs you rely on to keep the wheels of your business moving. They're also the kinds of jobs where employee turnover is pandemic. Employers need to find and retain competent workers, but those workers are hard to find—hard to train—and even harder to keep.

In this high-stakes hiring environment, employee engagement expert **Eric Chester** has gone behind the curtain to interview thousands of owners, managers, and leaders of small companies and franchises in order to uncover the best practices for attracting, developing—and yes, even retaining—amazing employees at all levels, often for jobs that aren't considered sexy by today's standards.

Discover how savvy employers have made bold moves, implemented guerrilla-recruiting tactics, and transformed the way the hiring and retention game is played. Eric's presentation – live and virtual -- will delight, surprise, and get you thinking—and the strategies and methodologies he illustrates will inspire you to change the way you recruit, hire, and lead your employees so you, too, can proudly say you're **FULLY STAFFED**.

Take-Aways: Participants will discover the secrets and proven strategies to:

- Why good employees are so much harder to find.
- Why you must stop fishing for employees...and start hunting.
- How to be the best place to work in your community.
- Creating, developing, and reinforcing the “7 pillars of an *On Fire* workplace culture” i.e., Compensation, Alignment, Atmosphere, Growth, Acknowledgment, Autonomy, and Communication to improve productivity and ignite performance.
- Get your top-performing employees recruiting for you.
- Recruit from high schools, colleges, trade schools, ex-military, retirees, etc.
- Stabilize application flow even when compensation is less than what is offered elsewhere.
- How to determine ‘better fits’ to ensure those workers that are hired are safe bets for long-term employment.
- Incorporate onboarding tactics guaranteed to slash costly turnover.