

# Kris Dawson

## BHRLR, CHRP, HNCP

Instructor • Trainer • Career Coach



# Finders Keepers

*Finding the right people and  
keeping them*



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# Creatively Filling Your Needs

- Needs Analysis
- Simple, Clear & appealing job description/posting with branding of company
- Target advertising

Where do you advertise?

# Creatively Filling Your Needs

- Newspapers (\$\$)
- Websites (monster, Workopolis, etc) (\$\$)
- Temp Agencies (\$\$)
- Recruiters (\$\$)
- Career Fairs (\$\$)
- Local Schools (colleges & universities)
- Career Edge/Career Bridge/HRDC
- Referrals
- Be Creative!! What about: Radio, Friends, Family, Movie Theatre ads (\$\$), **Waiting message on Phone**, **New Canadian Centre**, churches, community centres
- **Network** with locals companies/associations
- **Online**: Facebook, LinkedIn, your website
- **Pre-qualified pool of candidates**

# Sample Job Ads



# Identifying The Right Candidate

- Screen resumes
- Consider Internal candidates?
- Role Model Interviewers with plan
- Behavioural/situational interview questions – standard set of questions for all candidates

# Identifying The Right Candidate

- Matrix to track interview results
- Testing/Assessments
- Background/Reference Checking

# Identifying The Right Candidate

- Choose right candidate, best fit:
  - What does the matrix say?
  - Can s/he be trained on gaps?
  - Don't settle!





# Identifying The Right Candidate

*Be open to possibilities:*

job sharing,

part time employees,

great candidate but for

different/future role

## Why would I come to <this area>??

- Provide local information/links/resources
- Take in event and/or tour city
- Connect to New Canadian Centre/other local community associations/clubs, libraries, churches

You've got them,  
Now how do you keep them?

- TALK TO YOUR EMPLOYEES!!
  - Regular Career Chats/Pathing
  - Know and focus on their strengths
  - Find out what motivates them & reward them accordingly

You've got them,  
Now how do you keep them?

- Help them connect the dots to the business
- Invest in learning & development they need & want
- Foster open, inclusive & respectful environment
- Celebrate & Have Fun at work



Questions?

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Email: [krisjason@sympatico.ca](mailto:krisjason@sympatico.ca)

Cell phone: 705-927-8493

