

Recruiting & Retaining


Gillies MacDonald



What
motivates us?

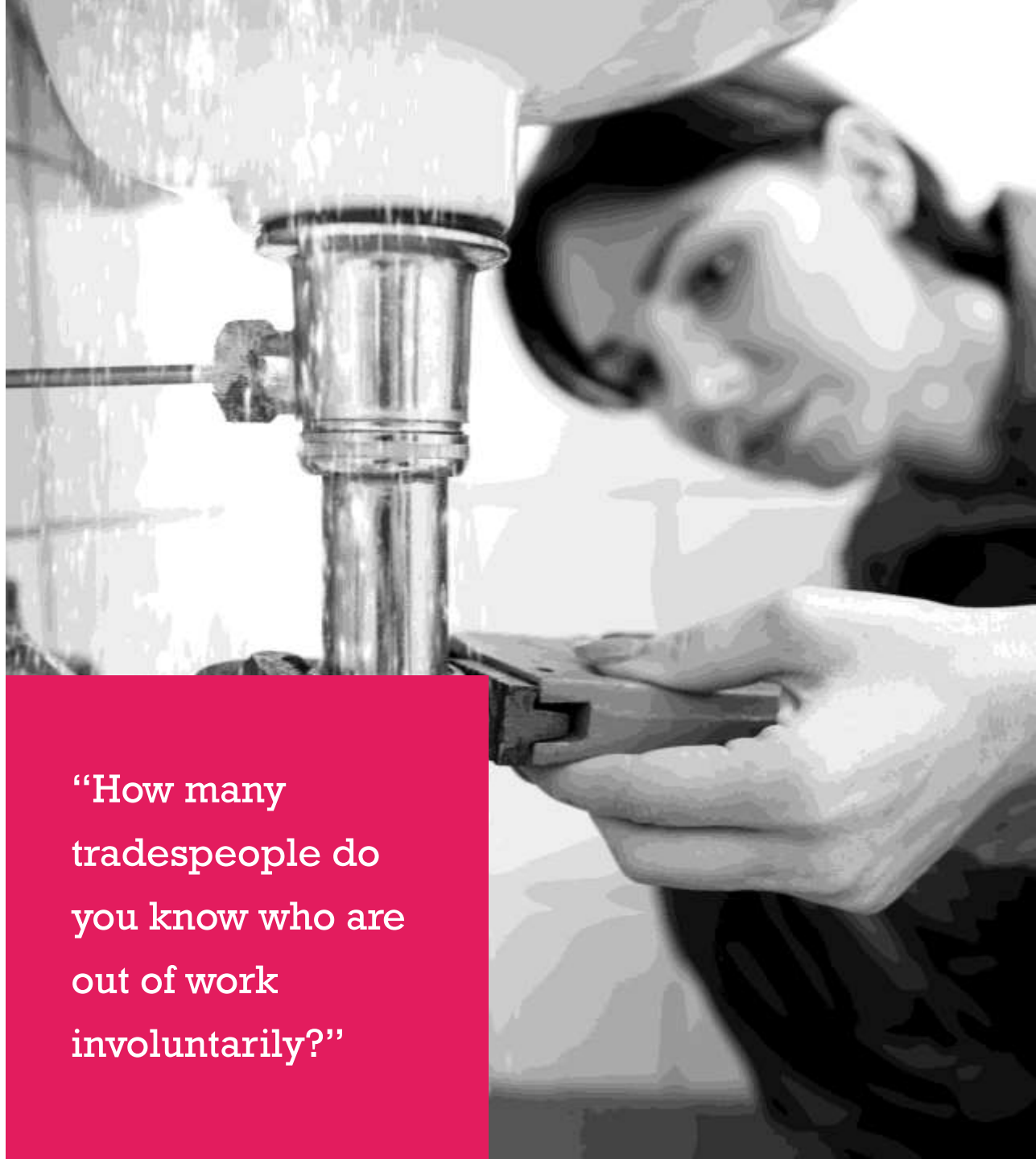
“Bringing together people and employers who look for a sense of purpose in the work they do”

Question...



“How many tradespeople do you know who are out of work involuntarily?”

Full Employment



“How many
tradespeople do
you know who are
out of work
involuntarily?”

Question?

“Do you have
growth in your
corporate plan?”



It's going to get worse!

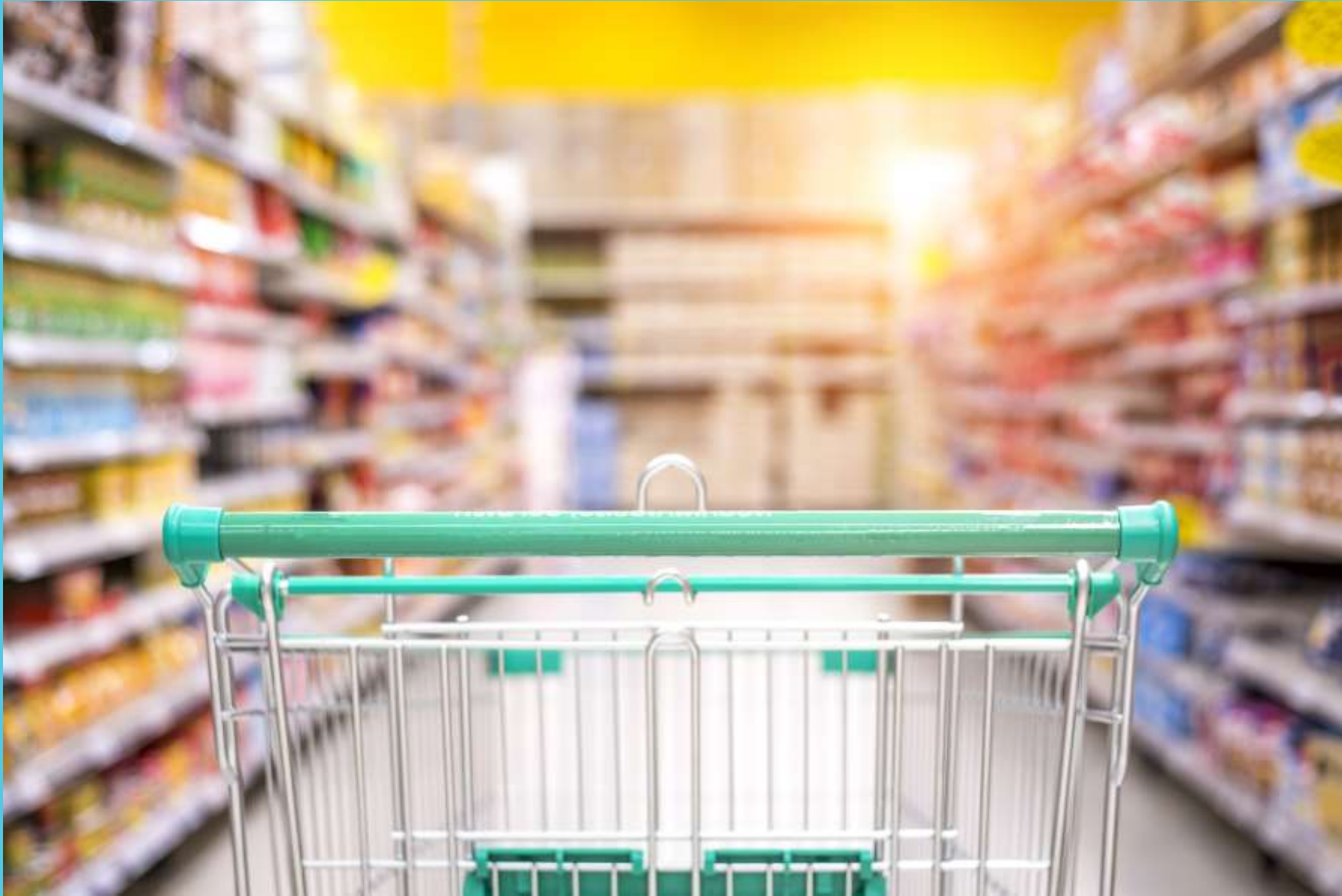
“Do you have growth in your corporate plan?”

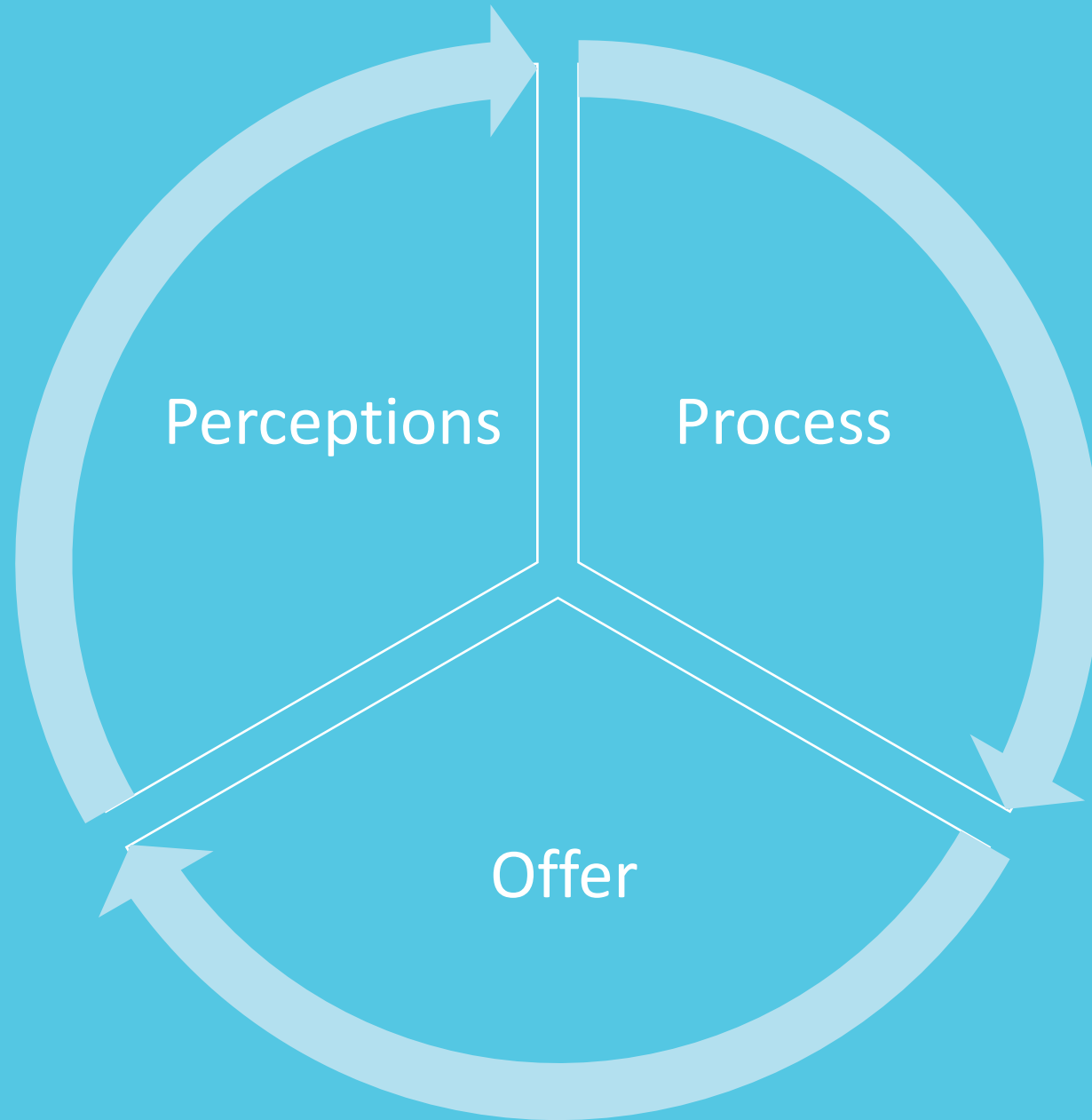


The war for talent



Artificial Intelligence won't help





Question...



“Would you want
to work for this
organisation?”

[Aberdeen City Council](#)

[City of Edinburgh Council](#)

[Dundee City Council](#)

[East Renfrewshire Council](#)

[Inverclyde Council](#)

[Orkney Islands Council](#)

[Shetland Islands Council](#)

[The Highland Council](#)

[Aberdeenshire Council](#)

[Clackmannanshire Council](#)

[East Ayrshire Council](#)

[Falkirk Council](#)

[Midlothian Council](#)

[Perth and Kinross Council](#)

[South Ayrshire Council](#)

[The Moray Council](#)

[Angus Council](#)

[Comhairle nan Eilean Siar](#)

[East Dunbartonshire Council](#)

[Fife Council](#)

[North Ayrshire Council](#)

[Renfrewshire Council](#)

[South Lanarkshire Council](#)

[West Dunbartonshire Council](#)

[Argyll and Bute Council](#)

[Dumfries and Galloway Council](#)

[East Lothian Council](#)

[Glasgow City Council](#)

[North Lanarkshire Council](#)

[Scottish Borders Council](#)

[Stirling Council](#)

[West Lothian Council](#)

Employer Brand

Awareness

Where are you going?

Culture

Innovation

NB: Do your research and think long-term





Question...



“Have you ever
intended to apply
and then not done
it?”

The Process



Eliminate barriers

Keep it moving

Be flexible

Respond promptly

Remember: It's a two-way process





Retention



Recognition

People want to feel valued

Reinforces the culture you have articulated

More personal = more powerful

Ignore at your peril

Burn-out



Treat your employees burn-out seriously

Understand their experience of burn-out

Identify the root causes of their burn-out

Consider short and long-term solutions

Create a monitoring plan

Personal Growth



Identify clear goals

Offer training

Create a mentorship programme

Offer stretch assignments

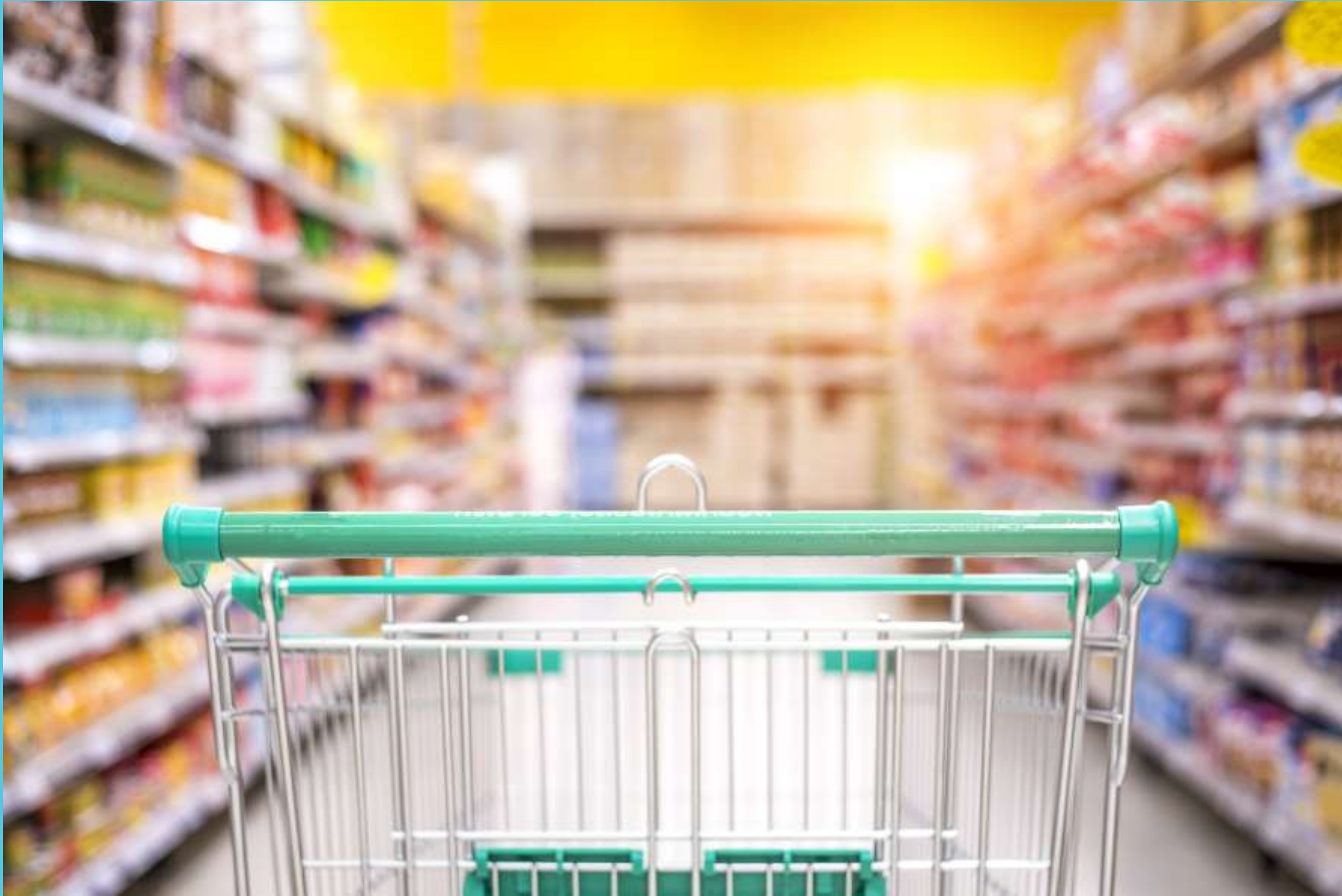
Promote from within



Leadership Training

**People don't leave bad
organisations.....**

People leave bad managers.



Questions