

What's Behind  
Door #2?



Redesigning Workplaces that Work for People



# before we begin...

visit [horizonpointconsulting.com/whatsup](https://horizonpointconsulting.com/whatsup)

for all the tools and resources from today



# Have you ever asked yourself...

**What exactly is recruiting...and how can we actually do it well?**

**What about compensation?**

**What is the best way to select candidates? And keep them?**

**What do we do when there aren't enough people?**



# What exactly is recruiting?

Psst... it's not the same as sourcing



# Sale

*['sāl]*

A transaction between two or more parties that involves the exchange of tangible or intangible goods, services, or assets for money.



**...and how can we actually do it well?**







# The best recruiters...

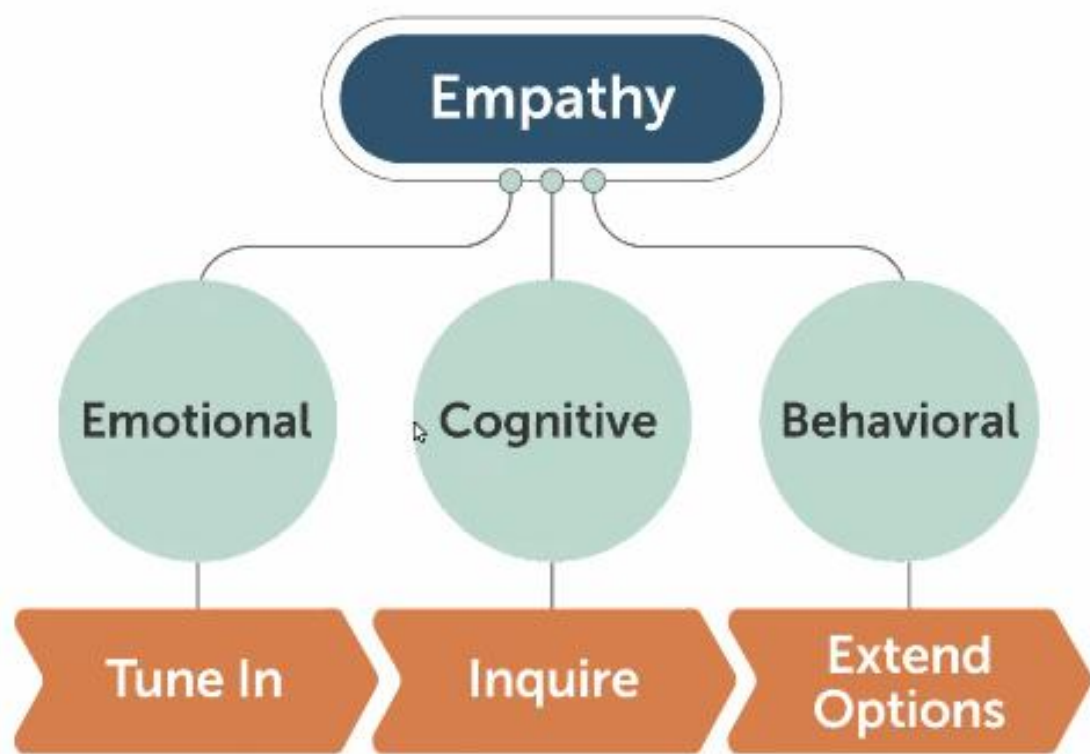
Are connected and networked

Feel empathy

Believe in their product/service

Are paid for production, with a quality focus

# The Quality Connection Continuum™



# Whose story do you need to hear?





**What about compensation?**

# hygiene factors

- Policy
- Supervisor
- Work Conditions
- Salary
- Status
- Security
- Personal Life

Dissatisfaction

No Dissatisfaction

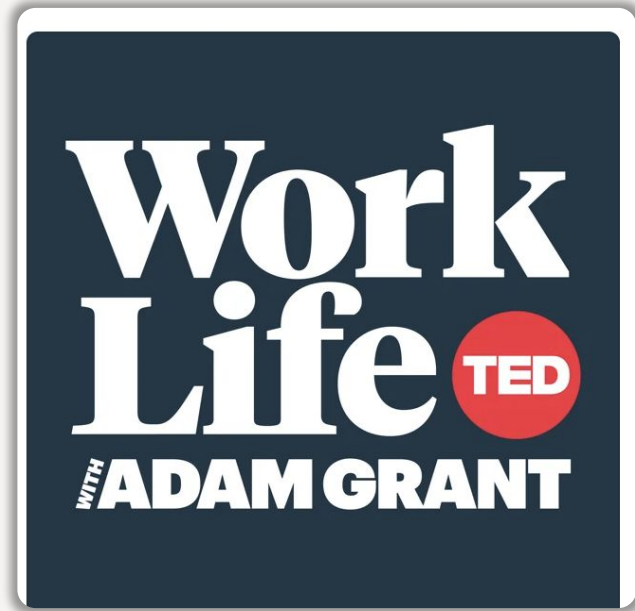
# motivation factors

- Achievement
- Practice
- Work Itself
- Responsibility
- Advancement
- Personal Growth

No Satisfaction

Satisfaction

Are we making people “*DUMBER?*”



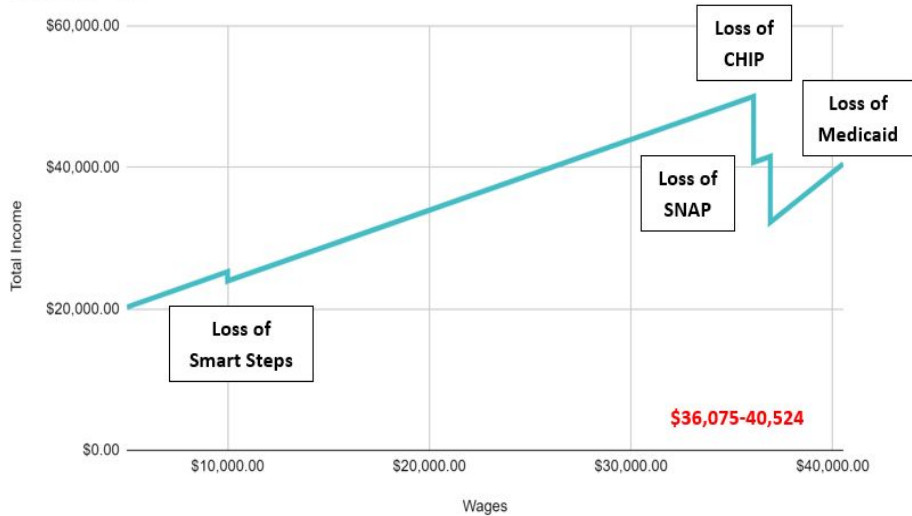
# Let's talk Living Wage

	1 ADULT				2 ADULTS (1 WORKING)				2 ADULTS (BOTH WORKING)		
	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children
Living Wage	\$13.77	\$27.06	\$33.09	\$42.01	\$22.30	\$26.44	\$30.04	\$31.99	\$11.15	\$14.92	\$18.42
Poverty Wage	\$6.13	\$8.29	\$10.44	\$12.60	\$8.29	\$10.44	\$12.60	\$14.75	\$4.14	\$5.22	\$6.30
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25

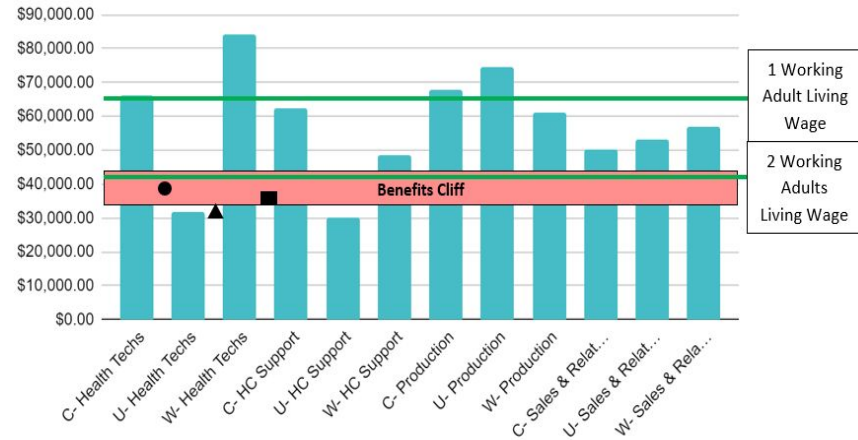


# The Benefits Cliff

Benefits Cliff

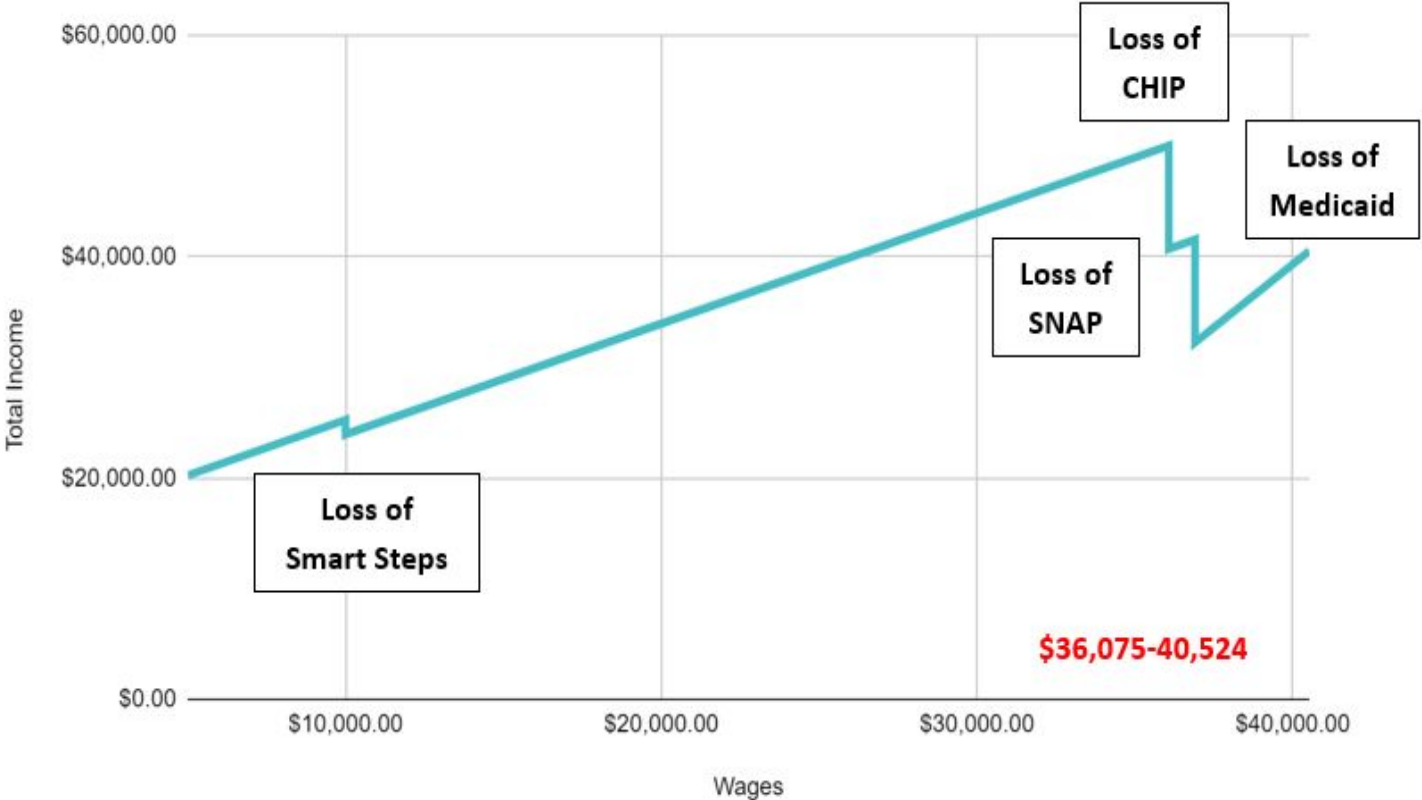


Wage Comparison

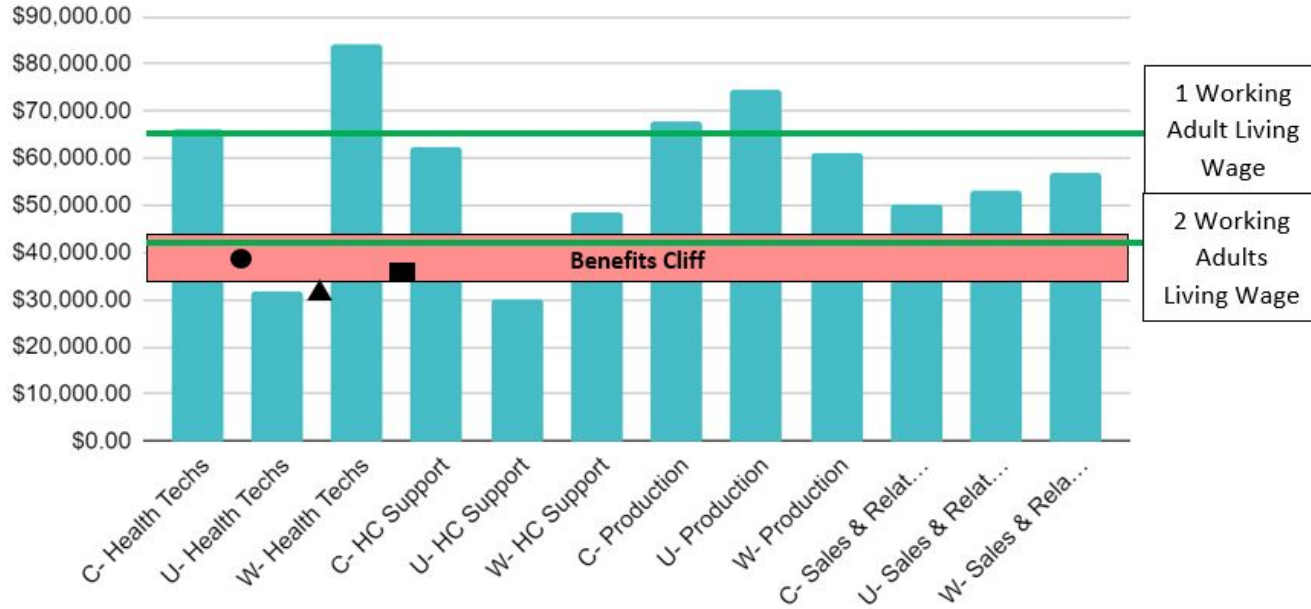


- AO Smith Water Products Company – Production Worker - \$18.71/hour 2<sup>nd</sup> shift
- ▲ Advanced Call Center Technologies – Call Center Rep - \$15.00/hour
- Citi GROUP – Collections Rep - \$18.50/hour

# Benefits Cliff



## Wage Comparison



● AO Smith Water Products Company – Production Worker - \$18.71/hour 2<sup>nd</sup> shift

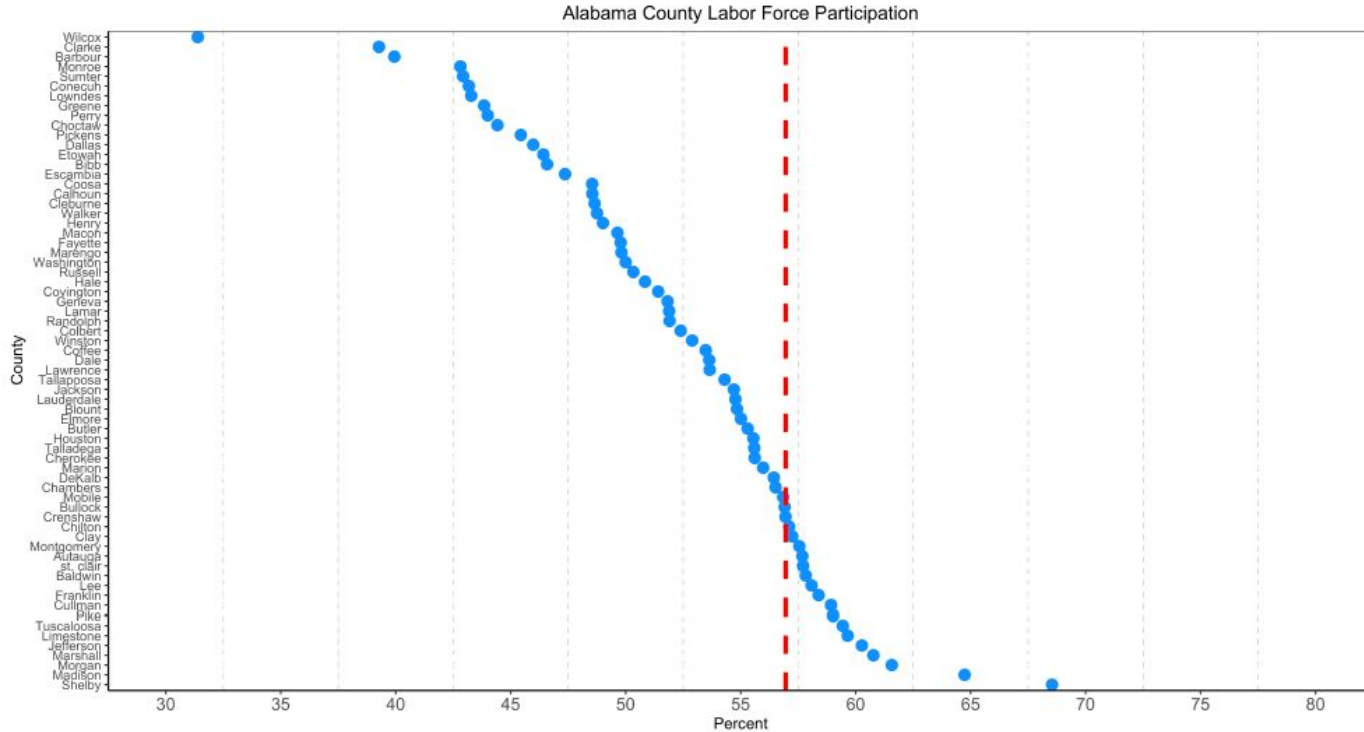
▲ Advanced Call Center Technologies – Call Center Rep - \$15.00/hour

■ Citi GROUP – Collections Rep - \$18.50/hour



# County Labor Force Participation

Source: Dr. Alex Ruder and Dr. Pearse Haley



Sources: Alabama Department of Labor; American Community Survey 5-year population estimates (2019). Population measure includes all individuals 16 and over.

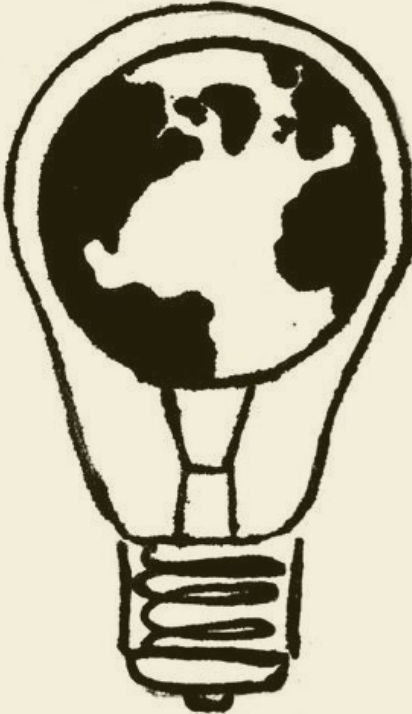
**97.2%**

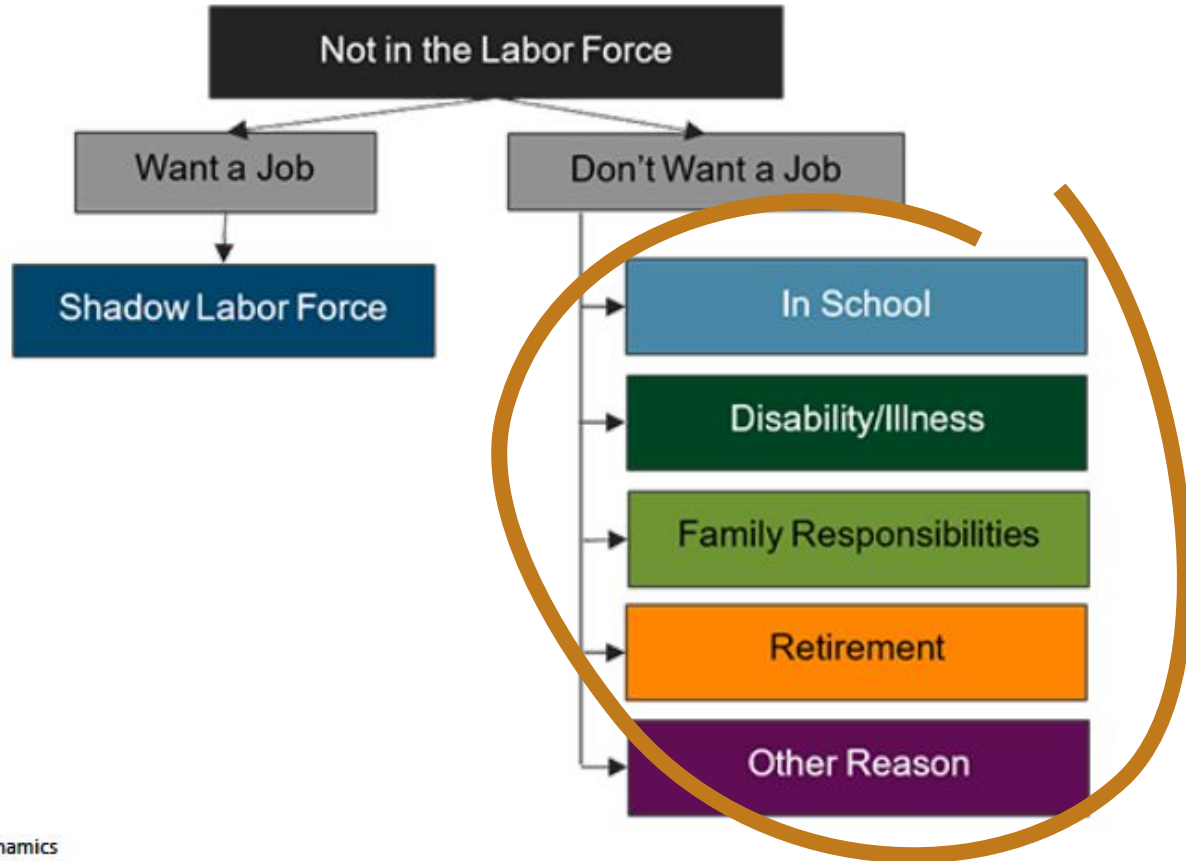
**of people in Alabama who want  
to be working are working**

*either*



*or*

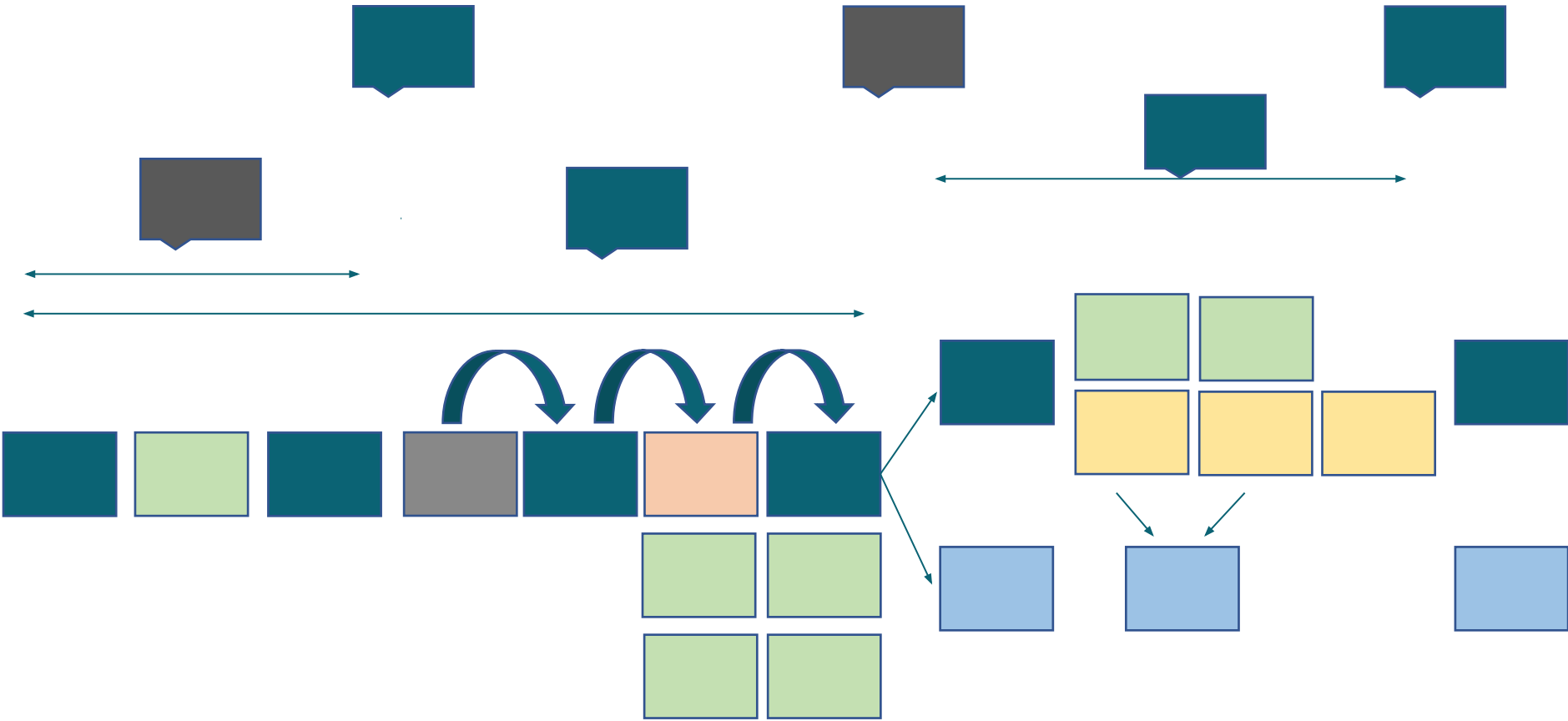




Source: Atlanta Fed Labor Force Participation Dynamics




**Keep it simple stupid.**





or 1-Click Checkout





**“When we talk about the ‘time to hire,’ we have to remember that this is the generation of instant gratification. If the recruitment and hiring process doesn’t happen fast enough, we lose that entire group.”**

– Jennifer Beskid, Director of Grants and Special Projects, Maryland Police and Correctional Training Commissions



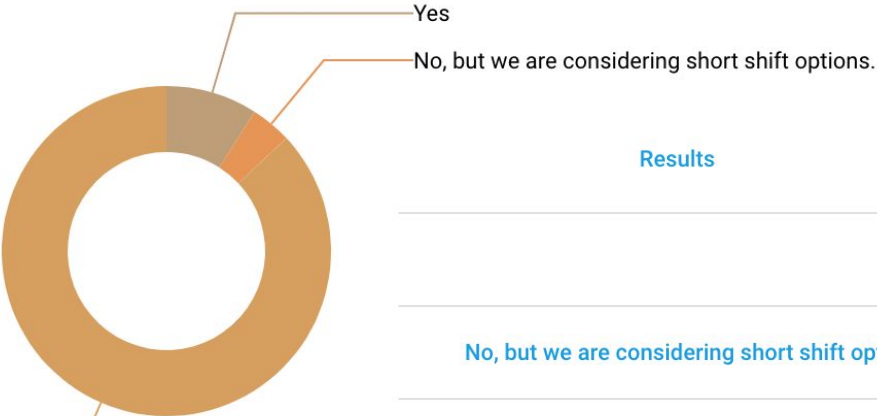
# 2024 Wage and Benefit Survey

This year's survey was hosted by NAIDA, North AlabamaWorks, NARCOG, NACOLG, and 12 Participating Counties. The purpose of the annual survey is to collect and report wage and benefit data for industries in the region.



**156 Participants\***  
**58 Gov Contractors**  
**95 Manufacturers**

# Has your business implemented "short shifts" or non-traditional shifts?



No, and we are not considering short shift options.

# Has your business implemented "short shifts" or non-traditional shifts?

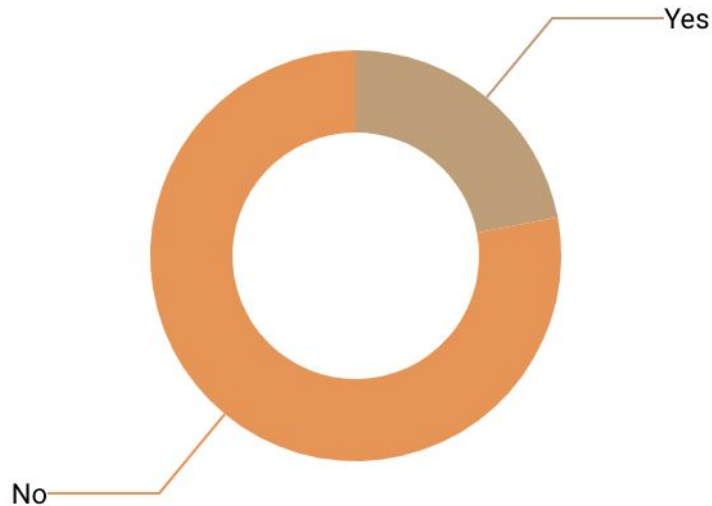
some areas have transitioned to 8-hour shifts.

part time hours based on availability and business need. it is currently a small number of our employees (3).

we allow flexible shifts on an as-needed basis with the approval of the department manager



# Do you have any skills-based pay programs in place?



Results	%	N
Yes	22%	32
No	78%	116

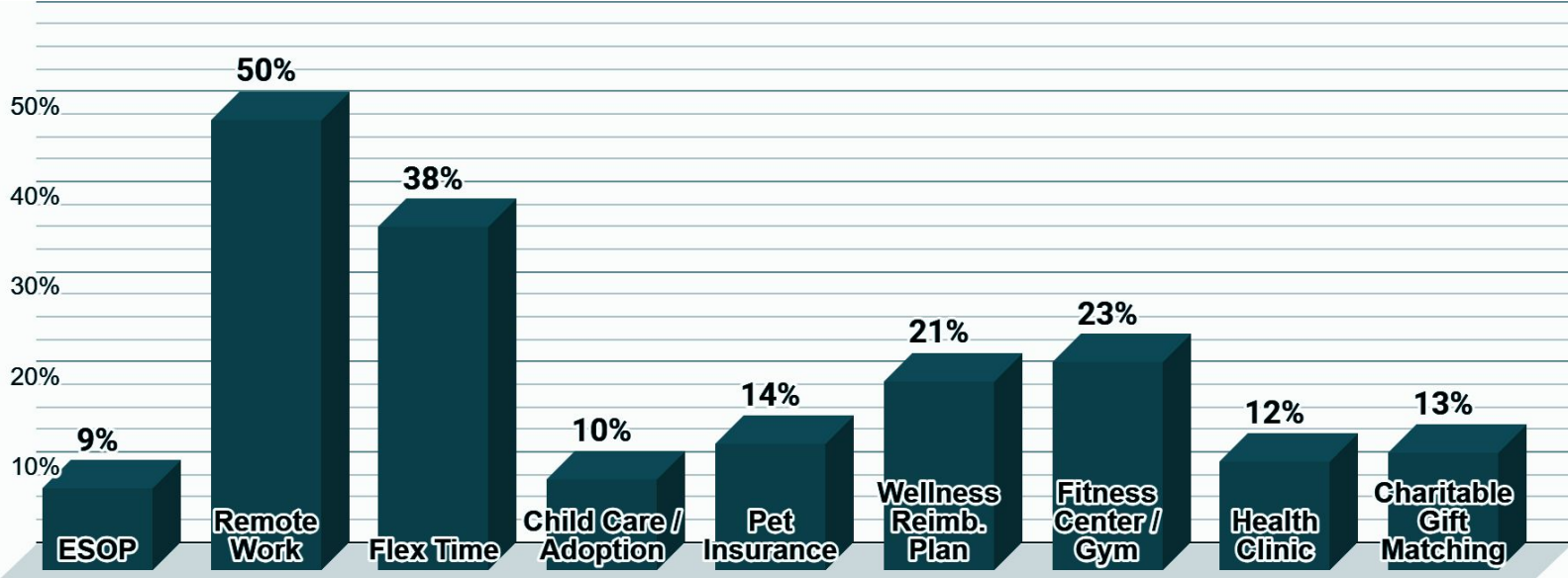
# Skills-Based Pay Programs

**maintenance  
progression based  
on testing and  
skills training. \$5  
per hour  
increments**

**6 month assessments are  
done for technicians and  
they have the potential for  
a pay increase based on  
demonstrated proficiency of  
skills on our skills matrix**

**any employee that  
learns another  
skill outside their  
regular position  
will receive \$1.00 /  
hr increase**

# Nontraditional Benefit Offerings



## Remote/Telework 50%

50% of employers offer remote/telework employment options, most in a hybrid format. Additionally, 38% of employers offer Flex-Time, allowing employees to work alternate hours to accommodate child care and other needs.

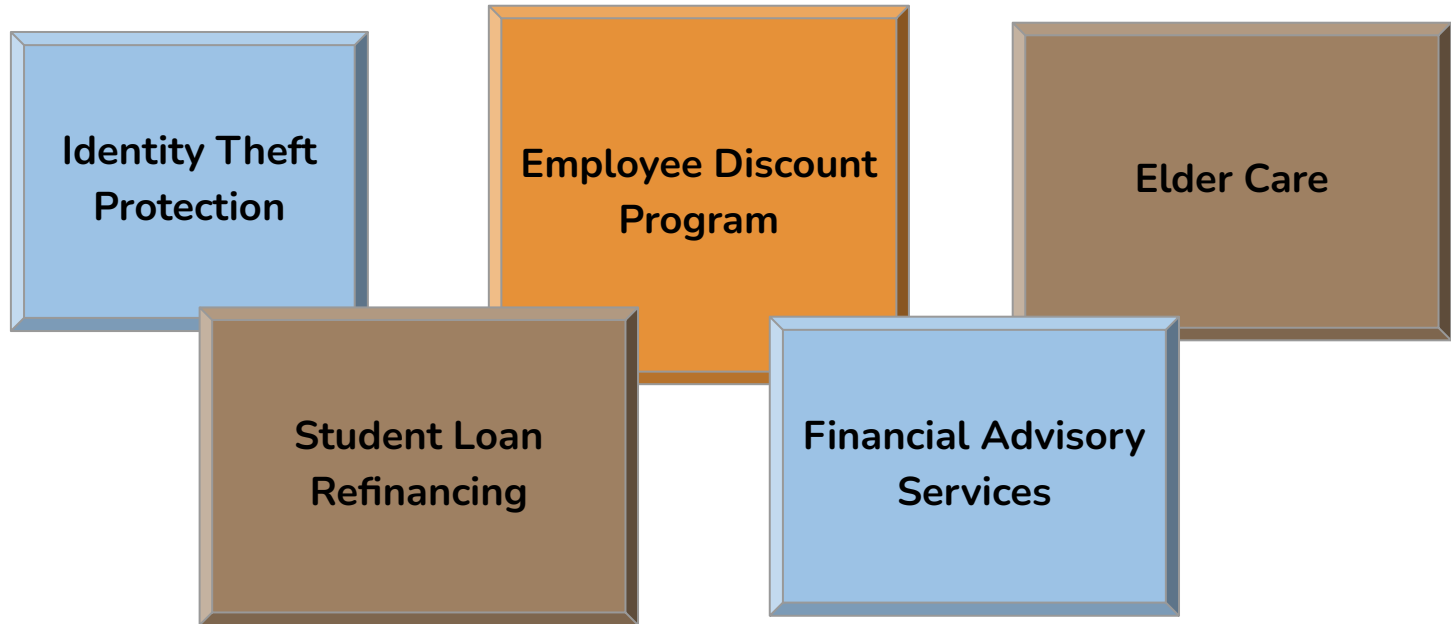
## Child Care / Adoption Benefits 10%

10% of employers offer some type of child care benefit, primarily by offering an FSA or vouchers to nearby child care centers.

## **Paid Family Leave 27%**

27% of participating companies are offering paid family leave for new parents after the birth or adoption of a child. The average leave time is 7 weeks, and 81% of participants pay a full 100% of salary.

# Nontraditional Benefit Offerings - *Extra!*



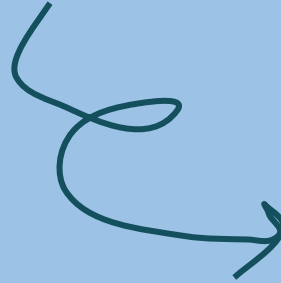
2024

# North Alabama Wage & Benefit Survey

Highlights



*Download this highlights report!*





The background is a solid blue color. In the top-left corner, there are three vertical bars of varying heights, each composed of several overlapping semi-transparent blue circles. In the bottom-right corner, there are four vertical bars of increasing height from left to right, also composed of overlapping semi-transparent blue circles.

**What is the best way to assess and select candidates?**



# Realistic Job Preview



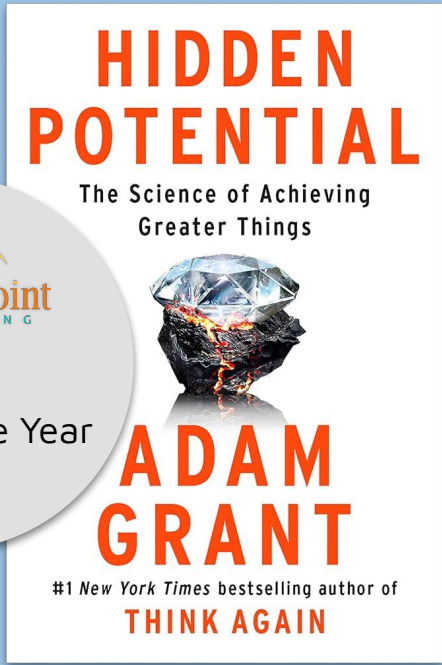
“...although the realistic job preview is likely to reduce the number of applicants, their **quality** will be higher and once they join the company their **value to the organization** (productivity & intention to stay) will also be higher.

Also, on the human side: providing a realistic preview of the job is also likely to increase the candidate experience.”

- Erik van Vulpen, Academy to Innovate HR

The image features a solid blue background. In the top-left corner, there are three vertical columns of overlapping, semi-transparent blue circles. In the bottom-right corner, there are four vertical columns of overlapping, semi-transparent blue circles, each column containing four circles. The text is centered horizontally and vertically.

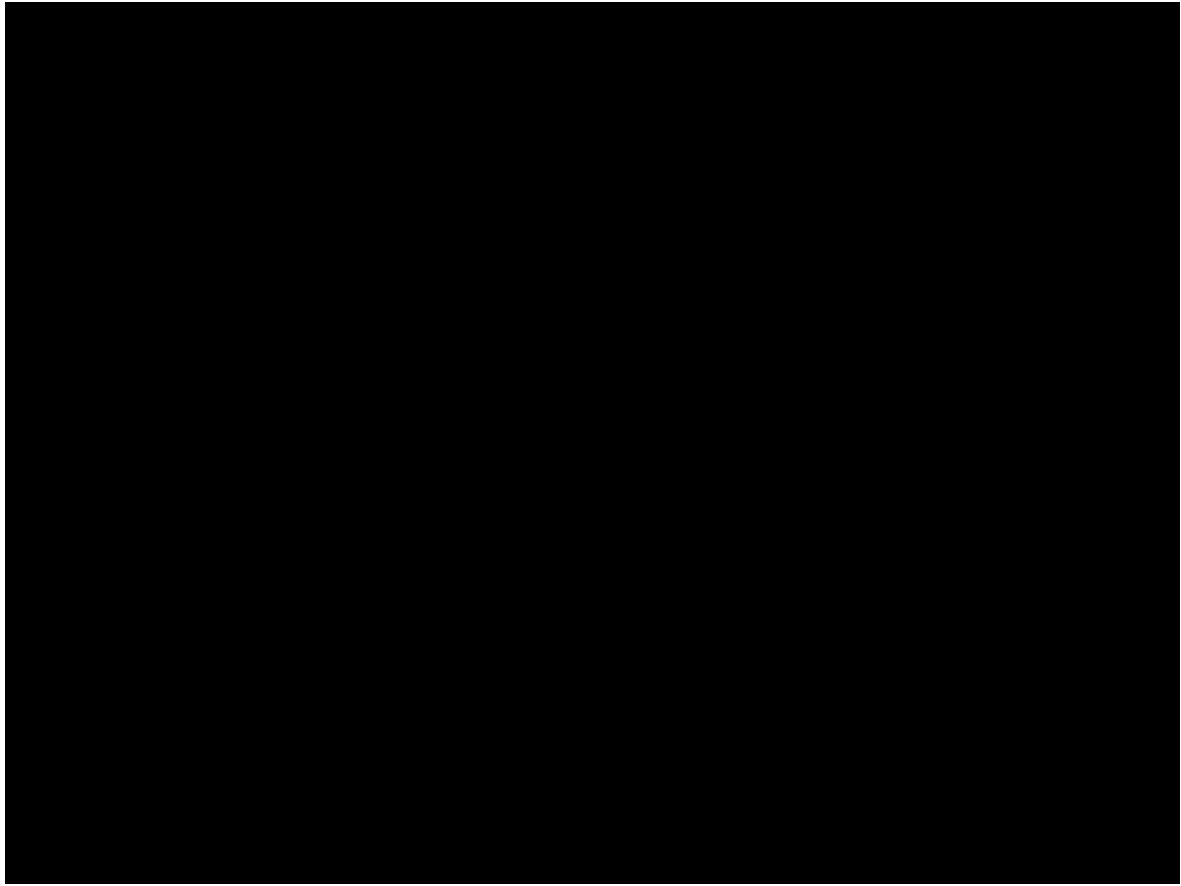
**But there aren't enough people...**



*check in to win!  
and subscribe to newsletters*







# Partnership with Tuscaloosa County District Attorney's Second Chance Initiative

- 229-total participants
- 20-completers
- 17-terminated
- 14-in Ready to Work at Shelton State- (1 completer)
- 23- Referred to Indian River Mental Health Center

In collaboration with :









**We have to redesign workplaces  
that work for people.**



*Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.*

— TIM BROWN, EXECUTIVE CHAIR OF IDEO





Instead of one big launch, small changes are **piloted** with and **refined** before larger changes are implemented.

# The 7 Rules of Brainstorming

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**DESIGN KIT**

DEFER JUDGEMENT

ENCOURAGE WILD IDEAS

BUILD ON THE IDEAS OF OTHERS

STAY FOCUSED ON THE TOPIC

ONE CONVERSATION AT A TIME

BE VISUAL

GO FOR QUANTITY

# How about you?

- What could be *your* untapped labor market?
- How could you improve job satisfaction?
- Who could be your local partners?
- What is one thing you could pilot?

# Be the domino.





Thank  
you