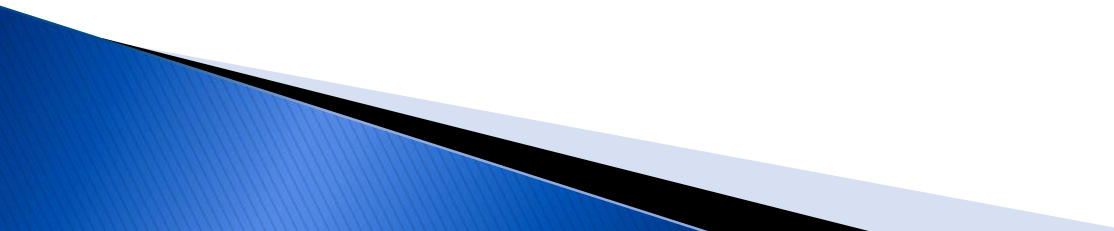


STAFFING RIGHT

IDENTIFY, SOURCE & RETAIN THE RIGHT
TALENT FOR YOUR BUSINESS
BY CHINYERE OKPARA

Starting your business

- ▶ Business idea
 - ▶ Business name
 - ▶ Business plan
- 

Introduction

- ▶ Your business needs the right people to achieve its objectives.
- ▶ People are an organisation's most important resource, because they contribute to the organisation ability to achieve its strategic goals

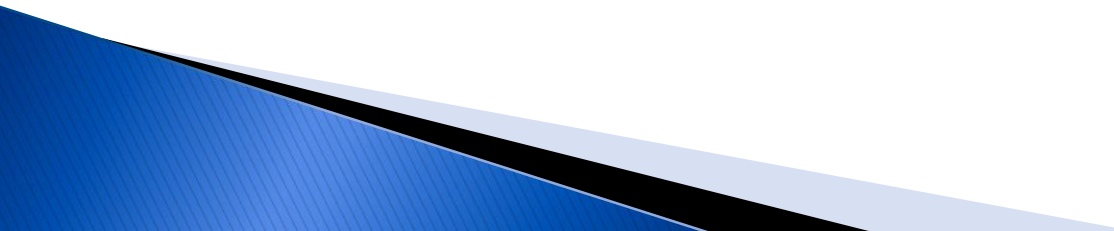
Staffing

- ▶ Staffing is the process of acquiring, deploying, and retaining a workforce of sufficient quantity and quality to create positive impacts on the organisation's effectiveness.

- Heneman and Judge in staffing organisation(5th Edn 2005)

Staffing Right

Having an employee involves more than simply paying an individual for a work done. It requires responsibilities from the employer. The first step in staffing process is determined if you have what it takes to become an employer .

- ▶ Do you have the skills to train and supervise staff?
 - ▶ How will you develop and train them
 - ▶ Can you delegate work that you have done in the past?
 - ▶ Do I have the structure that support work flow and processes?
 - ▶ Can you cooperate with someone else in getting work done?
 - ▶ Is there enough work to keep your employee busy?
 - ▶ Do you have the space and equipment to accommodate an employee?
 - ▶ Do you have the cash flow to support the costs of the employee?
- 

Recruiting for Retention

We don't start out with the assumption that our company is for everybody

- William G. McGowan

Former chairman and founder, MCI Communication Corp

- The first part in recruiting for retention is the point at which you first interact with potential employees – the recruiting process.
- Recruitment refers to the process overall of being able to attract, select and appoint candidates that are suitable to one or more jobs within organizations, either temporary or permanent.

Reactive v. Proactive Recruiting

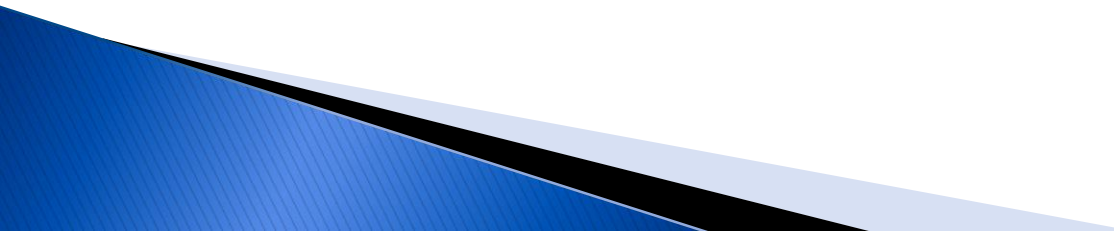
Reactive

- ▶ Define job descriptions
- ▶ Define Person specification
- ▶ Post an ad – newspaper, Web
- ▶ Employee compensation and welfare

Proactive

- ▶ Where can I find the best people?
- ▶ How do I reach them?
- ▶ How do I convince them to apply? Accept?
- ▶ How can I best use our limited resources?

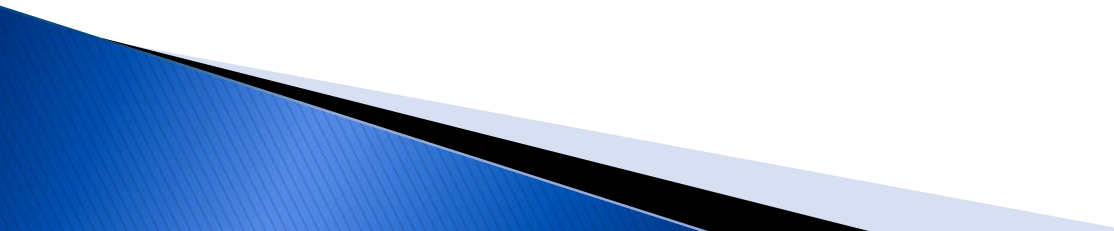
Identifying Right Candidates

- ▶ This step in the process of recruitment puts the focus on getting key factors identified. (knowledge, skills, and abilities)
 - ▶ Decide which behaviors and attitudes are desired in the organization.
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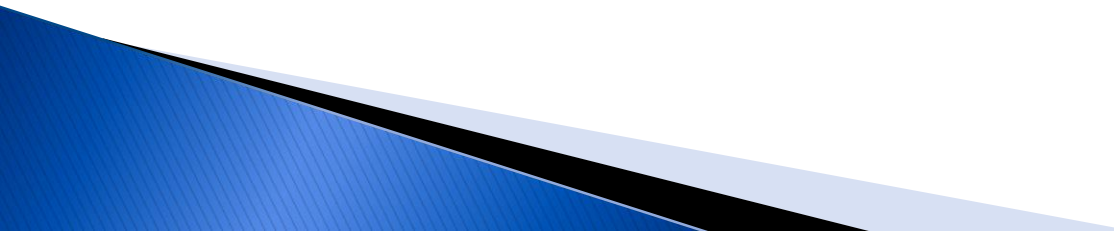
Sourcing For Right Candidates

Sourcing is using a few strategies to identify and attract candidates to fill vacancies of a job.

This could involves;

- ▶ Employment agencies
 - ▶ Job fairs
 - ▶ Advert(Newspaper and online)
 - ▶ Social media
 - ▶ Tertiary institutes
 - ▶ Referrals
- 

Other factors to consider

- ▶ New hire orientation programme
 - ▶ Defined job description
 - ▶ Defined HR Policies (Employee Hand book)
 - ▶ Employment letters
 - ▶ References
 - ▶ Background checks and verification
 - ▶ Proper staff filling
 - ▶ Medical test
 - ▶ Organisation core values(defines your culture)
- 

Sample Job Description

JOB DESCRIPTION FOR SALES OFFICER

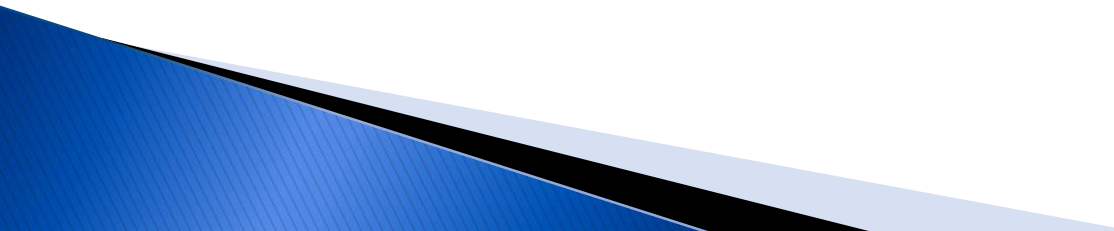
- ▶ **Name of Staff:**
- ▶ **Job Title:** Sales Executive
- ▶ **Reports To:** Managing Director/General Manager
- ▶ **Goals/Objectives of Position:** Prospect for and acquire new and financially viable high volume customers

- ▶ Carry out market research and advise company appropriately
- ▶ Carry out market intelligence on existing services and competition
- ▶ Grow existing customer base by identifying and following up new prospects
- ▶ Maintain relationships with existing customers
- ▶ Build customer profile by identifying immediate and long term goals
- ▶ Maintain a client folder that contains all meeting reports, intelligence, details of projects, key personnel contact details etc
- ▶ Collate client – specific intelligence and produce weekly reports
- ▶ Prospect for and acquire new and financially viable high volume customers
- ▶ Identify and recommend as most appropriate, technical assistance for key customers
- ▶ Provide regular updates on plans and progress
- ▶ Demonstrate consistent business development success and target – driven achievement
- ▶ Any other duties assigned by the management

Key Performance Indicators:

- ▶ Number of viable leads identified.
- ▶ Targets versus actual revenue and profit.
- ▶ Revenue from new customers as percentage of total revenue.
- ▶ Accuracy of client information in customer database.
- ▶ Frequency and accuracy of data on market/customer trends/intelligence.
- ▶ Percentage of proposals/ converted to contracts.
- ▶ Percentage achievement of goals stated in customers plan

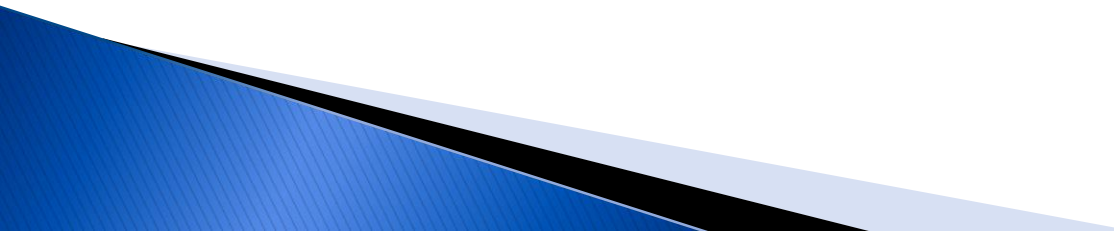
Retention

- ▶ Retention deals with the management of the outflow of employees from an organisation. The objective is to minimise the loss from the organisation of valued employees through strategic and tactical measures while enabling the organisation to reduce costs where circumstances dictate.
 - ▶ Define strategies and practices that will retain key talents
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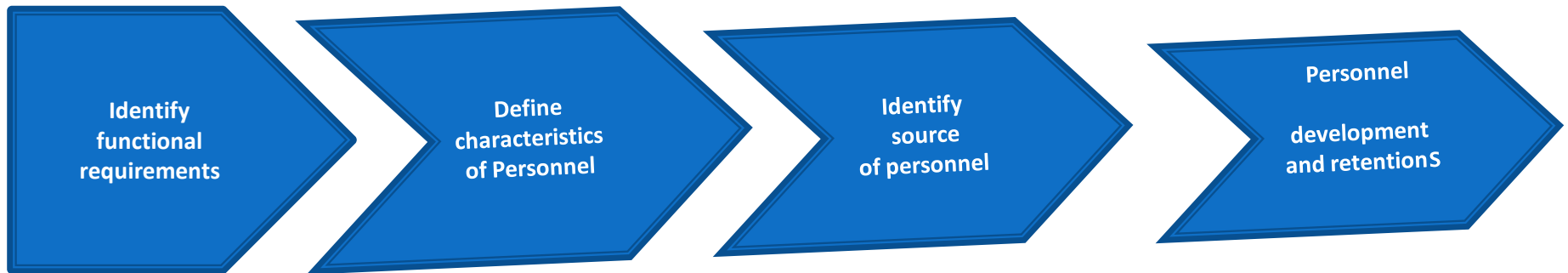
Retaining Key talents

- ▶ Encourage culture that respects individuality
- ▶ Building a retention culture
- ▶ Clarity of vision and communication
- ▶ Work/life balance
- ▶ Base salary
- ▶ *Training*
- ▶ Performance Appraisal (feedback)
- ▶ High level of responsibility
- ▶ Good reputation
- ▶ High ethical standards
- ▶ Exciting products and services
- ▶ Friendly work environment
- ▶ Creative, dynamic work environment

What else.....

- ▶ *Recognition/Attention.*
 - ▶ *One-on-One Coaching*
 - ▶ *Career Path.*
 - ▶ *Job Titles.*
 - ▶ *On-the-Spot Praise.*
 - ▶ *Leadership Roles.*
 - ▶ *Encourage Team Spirit*
 - ▶ *Encourage Social Gatherings.*
 - ▶ *Additional Responsibility.*
- 

Summary



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Operations
Finance
HR
Legal
Technology

↓

Education
Experience
Attitude

↓

School cert
Graduate
Diploma

↓

Compensation
Training
Job description
Motivation

THANK YOU FOR LISTENING

