

Employer Branding, Social Recruiting & Candidate Experience: What it takes to Attract next Generation Talent

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**INDUSTRIAL DISTRIBUTION
PROGRAM**
TEXAS A&M UNIVERSITY



Texas A&M Industrial Distribution

- **Oldest, Largest & Highly Recognized** Distribution Program in the U.S – 65 Years of Excellence
- Interdisciplinary Degree in **Engineering & Business**
- **1025+** Enrolled Students
- Approximately **350+** Graduates per Year

Master of Industrial Distribution (MID)

 LEADERS IN DISTRIBUTION

 CO-TAUGHT BY INDUSTRY

 B2B FOCUSED CONTENT

 ASYNCHRONOUS LEARNING

 POWERFUL NETWORK

 DESIGNED FOR WORKING

PROFESSIONALS



P.A.I.D Career Fairs

- **100+** Companies represented to recruit
- Interns, Co-Op, and Full-time Employees
- Fall Career Expo
- Spring Career Fair



TALENT DEVELOPMENT COUNCIL



BENCHMARK YOUR TALENT PRACTICES



LEARN BEST PRACTICES FROM OTHER CHANNELS



DISCOVER NEW STRATEGIES, METHODS AND TOOLS



ALIGN YOUR TALENT STRATEGY WITH BUSINESS STRATEGY



ACHIEVE COMPETITIVE ADVANTAGE THROUGH TALENT DEVELOPMENT



OUR CAPABILITIES

- APPLIED RESEARCH AND PROVEN METHODS
- ACTIONABLE RESULTS
- INDUSTRY-FOCUSED EDUCATION
- BETTER VALUE FOR INVESTMENT

YOUR BENEFITS

- GAIN COMPETITIVE ADVANTAGE
- IMPROVE PROFITABILITY
- MAXIMIZE ASSET EFFICIENCY
- DEVELOP NEW CAPABILITIES

The Texas A&M Advantage: For 60+ years the Industrial Distribution Program has been providing the industry with cutting-edge research and professional development solutions.

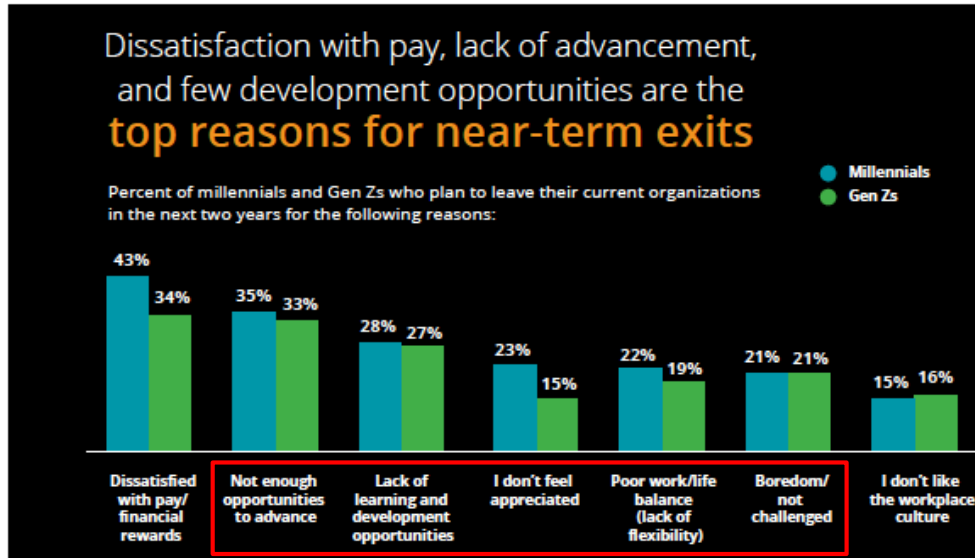


Why Build a Sustainable Talent Pipeline

- **Future of Distribution:** Channel 2.0, Go-To-Market Strategy, Innovation, Differentiation, Value Creation and Customer Experience.
- Strategy is only “plan on a paper” – **People** execute Strategy.
- The **Speed** at which Companies grow depends on our people.
- Value of Human Resources is often underestimated.
- **Growing Talent** is better – Cultural Fit, Succession Plan
- Develop a Long-Term **Multi-Faceted** Talent Acquisition Strategy That **Aligns** with Your Business Strategy

What Does Next Generation Talent Want?

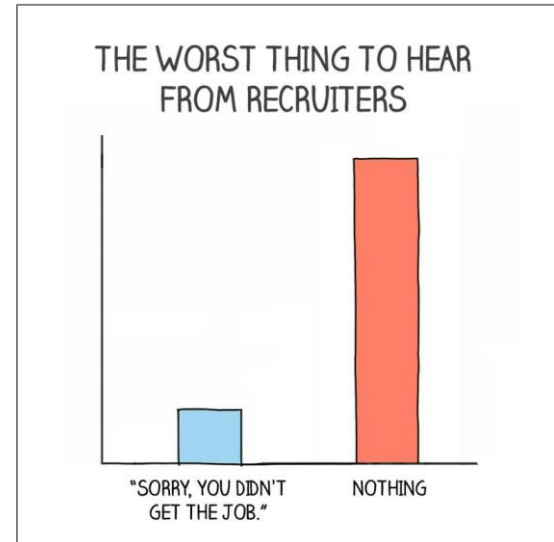
- According to the BLS, the median tenure of employees is **4.1 years**
- The median tenure of workers ages 55 to 64 (**9.9 years**) was more than three times that of workers ages 25 to 34 (**2.8 years**). (Jan 2020)



Applying for a Job: How Do They Feel?

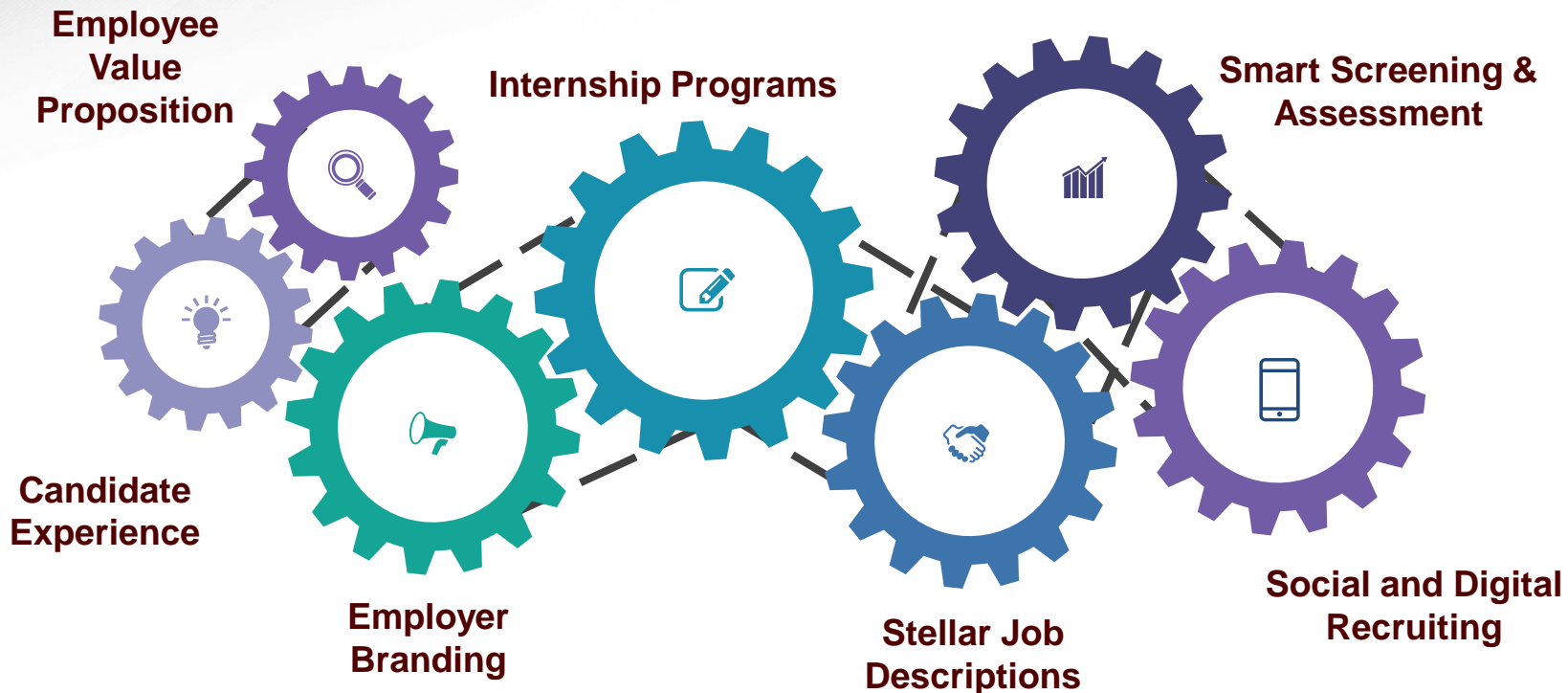


Source and apologies: Non Sequitur, Wiley Miller 8/28/10





Next-Gen Talent Acquisition



EMPLOYER BRANDING



Employer Branding

**Reputable Employer + Great Place to Work + Visibility + Brand Experience
= Strong Employer Brand**

- The **#1 obstacle** candidates experience when searching for a job is **not knowing what it's like** to work at an organization.
- Candidates **trust** the **company's employees 3x** more than the company to provide credible information on what it's like to work there.

- LinkedIn Employer Brand Statistics, 2018

Strong Employer Brand → All-Star team → Company Success

- ⊕ A **Logo, tag line or slogan** isn't enough. It is what your company stands for, purpose, how you treat employees that count.
- ⊕ Showcase your company history, leadership, culture, work environment, employee development, and success stories
- ⊕ Be **Authentic**. Be Original.

Employer Branding Impact:

- **Improved Visibility** → More Qualified applicants
- **Reputation** → Increased Quality of Applicants
- **Reduction** in Cost-Per-Hire / Time-To-Hire
- **Reduction** in Employee Turnover + Increased Engagement

SUCCESSFUL BRANDS
ARE AN EXPERIENCE,
NOT AN ENTITY.



Employer Brand Management Areas

1. **Company Website** – “Careers” and “About Us” section.
2. **Physical Branding** – Gear, Signage, Collateral, Workplace Design.
3. **Social Media** – Social Networks, Review & Reputation Management.
4. **Professional Networks** –Associations, Groups, Universities, Community.
5. **Process:** Employee Experience + Candidate Experience.





Employer Brand Strategy

- Explore the main factors that drive employee **commitment** and **engagement**.
- Do employees and managers have a strong sense of **values**, **purpose**, **culture**, **trust**, and **communication**. This will help to create a brand strategy and supporting materials.
- While employer branding can be beneficial for recruitment, adopt employer branding across the **whole life cycle** of employment.
- **Think Digital First** – Mobile First for your company website, social media branding, videos, and recruiting emails.



Employer Branding Execution

- **Website:** Start your website and recruitment materials with **Employee Value Propositions** (EVPs). Use **images, videos**, testimonials, and graphics. Less text is better.
- **Social Media:** Develop a social media weekly plan, **engage social media savvy employees** as the company's "social media ambassadors".
- **Content:** Employee generated digital/social content such as **unscripted videos**, group and **event photos** is more powerful than the company created content.
- **Reputation Management:** Monitor/respond to **Glassdoor, Indeed** and other review sites.
- **KPIs:** **Collect and analyze data** on website traffic, social media views/likes/comments, video views, reviews, social interactions, job applications.



Career Website Recommendation

1. Mission and Values
2. Our Employee Focus
3. What We Offer
4. Employee Benefits
5. Hiring Events
6. College Recruiting
7. Culture
8. Diversity & Inclusion
9. Community Engagement
10. Giving Back
11. Philanthropy
12. Military
13. Development Programs
14. Career Path
15. Awards
16. Training
17. Testimonials
18. Women
19. ESOP / Stocks
20. Company Tour/Visuals of Work Environment
21. Interview Process
22. What its like to work here / A day in the life of..
23. Our Associates
24. Association Membership
25. Social Media Links

Well-crafted content, clearly articulated Employee Value Proposition (EVP), benefits, employee videos/testimonials, career path, and development opportunities help **differentiate your organization in the eyes of a prospective employee.**



INDUSTRIAL DISTRIBUTION PROGRAM

TEXAS A&M UNIVERSITY



Investors Careers Education Media Center Safety Data Sheets

Our Solutions Our Markets Safety & Sustainability Who We Are Contact Us

Careers - Student Programs

UNLOCK YOUR POTENTIAL

Student Internships & Postgraduate Programs

We are ChampionX. Our work improves lives, maximizing energy production in safer, more efficient, and more environmentally sustainable ways than ever before. Our U.S. college internships and postgraduate opportunities are designed to give you real-world experiences, fostering relationships and presenting true customer challenges to inspire your future.



Programs Overview

Chemical Technologies Sales Internship

Please note: this has been canceled

As a Sales Intern to solve their toughest area. The work you safety and environmental relationships, improve

LEARN MORE



Website Examples

Hajoca Providing Plumbing, Heating and Industrial Supplies Since 1858

careers@hajoca.com | 1.800.284.3164

Home Who We Are Why Work for Hajoca? Careers Locations/DBA Diversity and Inclusion

All Careers

There are many different career opportunities at Hajoca Corporation. Which one is right for you?

Learn More...

Profit Center Careers

We refer to our different locations as Profit Centers, or PCs for short. A typical Profit Center consists of a warehouse, counter, sales office, and (sometimes) a showroom.

Learn More...

National Support Center Careers

The National Support Center focuses on providing our World Class Profit Center Managers with the essential services they need to run their businesses.

Learn More...

Leadership Development Opportunities

Management Development Program (South Central USA)

Financial Leadership Program

Sales Development Program

Experienced Professionals (AMDP)

Why work for Hajoca?

What is Hajoca?

Hajoca is all about people. Quality people who manage, buy, sell, stock, and deliver products for their customers. People who value their personal and professional accomplishments. People who share ideas, successes, and profits. Hajoca is people working, growing, and thriving, in the evolving and exciting world of wholesale distribution.



All Products Part Number/Keywords



My Account My Cart

All Products Manufacturers Quick Order Orders & Quotes

Expert Advice

Careers at Allied



Overview

Life at Allied

Departments

Benefits

Locations

Current Openings

Welcome to the Allied Careers page.

We're here to inspire and innovate, delivering pioneering solutions -- making amazing happen every day. It's all part of our five-year strategic plan, Destination 2025, to become first choice for our customers, suppliers, employees, and shareholders.



Why Join us?



Life at Allied



Current Openings

- 1 Allied's Policy Statement
- 2 Equal Opportunity Employer Statement
- 3 Equal Opportunity Employer Amendment
- 4 Employee Polygraph Protection Act (EPPA)
- 5 E-Verify
- 6 Family and Medical Leave Act (FMLA)
- 7 Right to Work (English)
- 8 Right to Work (Spanish)

- Committed to providing a great employee experience.
 - Rated "Best of Class" with 76% Employee Engagement by Aon-Hewitt.
 - Generous benefits package includes Medical/Dental/Vision, 401k, tuition reimbursement, and more.
- Whether it's celebrating the breaking of sales records, raising money for a good cause, or celebrating holidays, Allied is all about finding the right balance between work and fun.
- Think you might like to join the Allied family? Take a look at the positions that are currently available, and see if there's something that's right for you.

Videos



Our new warehouse doubles our capacity.



Customer Stories Around COVID-19



Who said we were boring?



We're expanding our warehouse.



Sample Employer Branding Brochures



ARROW | Aerospace & Defense
J.E. Petsche Co.

Career Opportunities

Early careers
at Schneider Electric

Power your career

Life Is On **Schneider Electric**



V Five Years Out

arrow.com



AVNET
Reach Further™

Real Experience.
Real Professionals.
Real Fun.

Internships at Avnet

Are you a future trendsetter, creator or inventor? If so, Avnet will give you real-world experience in the technology industry. We will help you take your ideas and your education to the next level as you prepare for your career.

Through the Avnet Internship program, you'll gain relevant experience, learn from industry professionals and work on important projects that have a real impact to Avnet and the technology industry - and of course have some fun while you're at it!

GRAINGER
It's all about the work and not the work!

Grainger Tools for Tomorrow® scholarship program

"The Grainger Tools for Tomorrow® scholarship program is changing people's lives. From the single mom working full time and going to night school to the laid-off worker retraining for a new career, the technical education students we support are enriching their lives professionally and personally."

James T. Ryan, Chairman, President and Chief Executive Officer, Grainger

About the Grainger Tools for Tomorrow® Scholarship Program

Since 2006, Grainger and the American Association of Community Colleges (AACC) have worked to provide more students access to skilled-trades jobs and technical education.

The Grainger Tools for Tomorrow® scholarship program awards financial assistance for tuition and books to second-year students at select community colleges across the country earning their associate's degree or certificate in an industrial trade. Just like industry, these students are finding ways to remain competitive as well as excel in innovation, productivity and quality.

"When I entered this field I worked with trained artisans. Being able to perform job duties is required for sustained employment, but understanding the science of engineering, design, codes, and safety is mandatory. I have chosen to become essential and indispensable."

*Richard Costa,
2009 Grainger Tools for Tomorrow Scholarship Recipient, Florida Community College*



Westward® Toolkit

In addition to financial support, the Grainger Tools for Tomorrow® scholarship program helps to launch students' professional careers by awarding a customized Westward® toolkit upon graduation. Each toolkit is custom-filled for the graduating student's skilled trade area of expertise.

Building Tomorrow's Business Today

The rules for building a global business are changing. Business leaders face issues such as the impact of the economy on their businesses, how to develop global supply chains, keep labor costs affordable and conserve natural resources. What will not change is that in order to remain competitive, businesses have to excel in innovation, productivity and quality.

The gap between the skills these businesses need in the future and the workers trained today presents a real challenge for industry. Opportunities in the skilled trades are growing and changing faster than most people realize. The jobs available today and in the future are exciting, long-term career opportunities that require advanced problem-solving skills, plus science, technology and math knowledge.

This is why Grainger is an advocate for technical education. Our vision is to create an environment that makes the training and advancement of the skilled trades a priority. We work with industry peers and other business partners to support and encourage the next generation of skilled-trades leaders.



Career Paths & Development Programs

TECHNICAL SALES DEVELOPMENT PROGRAM

Program Overview

A program to hire and develop talented graduates for technical sales in a diverse, global Fortune 250 company.

- Program participants learn to become technical and commercial problem solvers for Parker's widely diverse customer base.
- Training is provided in Parker's technologies, products and applications, as well as business basics, selling, and negotiating skills.
- Associates will assist product managers or engineers to learn about customer service, design engineering, manufacturing, and other key functions within a Parker operating division.
- Associates develop their selling style through work with outside sales representatives and independent sales calls.



em^{powered}
Cummins Technician
Apprentice Program

#WorkingRight | careers.cummins.com



LADDER OF OPPORTUNITY

Our Ladder of Opportunity shows how hardworking Associates can move up in their careers at 84 Lumber.

WHAT'S YOUR 84 LUMBER CAREER PATH?

Click on a position in the ladder below to learn more about their career descriptions.

SALES MANAGEMENT	STORE MANAGEMENT	TEAM HEADQUARTERS	INSTALLED SALES	BA MANUFACTURING
Contractor Sales Market Manager	Regional VP	Department VP	Installed Sales Divisional Manager	General Manager
Outside Sales Rep	Area Manager	Department Director	Installed Sales Area Manager	Production Manager
Contractor Sales Rep	Store Manager	Purchasing Manager	Installed Sales Manager	Production Manager Trainee
	Co-Manager	Inventory Manager		

CAREER MINDSET

Promotion Based on Performance

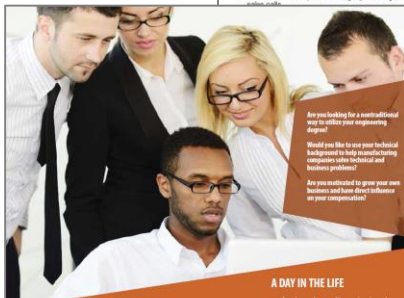
- Successful Merit Certificate
- Pass Final Exam
- Complete Self Studies

EFFORT

1 Week Training at Team Headquarters Early Development Program

ENTHUSIASM

Manager Trainee CSR Trainee



Are you looking for a challenging job to advance your engineering degree?

Would you like to gain technical background while manufacturing companies solve technical and business problems?

Are you motivated to grow your own business and have direct influence on your compensation?

A DAY IN THE LIFE

- Equipment calls, consulting, engineering and marketing skill and practice.
- Every day is different - mostly.
- Work on the "100" of your account package.
- Pay for performance - your success is rewarded.
- Travel and travel expenses are covered.
- Richard Federation is a technology company with constant learning product and services - you'll be challenged, and it continues to learn and grow.

SALES TRAINING PROGRAM

ABOUT THE PROGRAM

Sales Engineers are the revenue generators for Richard Federation. To ensure proper representation of our company in the marketplace, Sales Engineers need their own specific training and skills.

This development intensive program combines classroom training with hands on field experience. Upon completion, Associate Sales Engineers will have the ability to act as CEO of their account package and address value to our customers as part of the Richard Federation family.

WHAT WE ARE LOOKING FOR

- Self-motivated and motivated engineering graduates who have a passion to succeed in a fast-paced environment.
- Demonstrated academic excellence.
- Demonstrated strong oral and written communication skills.
- Strong interpersonal and interpersonal skills.
- Location flexibility.



LEADERSHIP DEVELOPMENT PROGRAM (LDP)

PROGRAM OVERVIEW

The Richard Federation Leadership Development Program is an eight, five-year program composed of four rotations. Its specific goal is to provide career development challenges through a powerful combination of on-ground training, mentoring, coaching and select executive assignments.

The program provides you with an opportunity to work your technical, skills, and interests in an environment that will prepare you to be a leader of change. The program also support professional growth with an individualized approach through mentoring, networking and interacting with business leaders from organizations.

PROGRAM QUALIFICATIONS

- We are looking for independent, energetic candidates who have the following qualifications:
 - Experience in leadership roles in school, work or community.
 - Desire to be an on-site work experience.
 - Strong communication and interpersonal skills, a self-starter.
 - Strong motivation and goal orientation with a results-oriented focus.
 - Ability to tolerate an assigned throughout the program.
 - Desire to work in a fast-paced environment.
 - Flexibility to relocate to meet program needs as assigned college or university in the United States.
 - Demonstrated academic excellence.

ENGINEERING TRACKS

- Industrial & Software DIT
- Control Products & Solutions DIT
- Engineering Services DIT

INDUSTRIAL/FUNCTIONAL TRACKS

- Finance DIT
- International Technology DIT
- Operations DIT
- Supply Chain DIT

OTHER DEVELOPMENT PROGRAMS

- Leadership Training DIT
- Sales Training DIT



LOCATIONS

Relocation flexibility is important to succeed throughout this program. Also, after successful completion of the program, graduates work in various Richard Federation locations. Sites may include Milwaukee, WI, and Mayfield Heights, OH.

Do you have a strong desire to lead change and achieve results?

Do you thrive in a diverse environment?

Do you value a global perspective?

sales development program

It's a great day to sell chevron lubricants!

human energy



SOCIAL RECRUITING

Why Social + Digital Recruiting

- **71%** of recruiters said **social media recruiting** was effective in decreasing time-to-fill for non-management, salaried positions. – SHRM
- **73%** of millennials **found their last position** through a social media site.
- Aberdeen Group
- **70%** of Global Workforce are **Passive Candidates**
- The #1 reason for changing jobs is “**Career Opportunity**”.
- Compensation, professional development, and work-life balance are the most important factors.
- The **#1** way people discover a new job is through a **referral**. – *LinkedIn Talent Solutions Report*



Focus your Social + Digital Recruitment messaging strategy, focus and content that address the needs of the next generation workforce



How to Maximize Social Recruiting Efforts?

Integrate your Social + Digital Recruiting Strategy into your Overall Recruitment Strategy
=
Brand Building + Passive Recruiting

- **Sourcing:** Awareness → Identification → Engagement. Sources can be referrals, internet (your website + social), open house, recruitment agencies and industry sources etc.
- **Recruiting:** Evaluate/Qualify the candidate → Interview Process → Offer → Commitment. Higher the quality and quantity of sourcing, better outcomes at recruitment end of the cycle.
- **Social + Digital Recruitment** helps expose your brand to more prospective candidates including passive candidates.
- Your social + digital activities, content of your posts, quality/value of posts, creative and interesting engagement methods help build your employer brand.

Social + Digital Recruiting Strategy

1

What?

What **motivates** prospective and passive candidates?

Develop Social Media **Policy & Guidelines**

Content Marketing + **Drip** Marketing

2

When?

Create a **52 week** Social Media **plan**

Form Social Media **team**.

Relevant, Interesting, Genuine, **timely**.

Right **Mix**

3

Who?

Marketing Team

HR Team

Employees

Leaders + Managers

4

How?

Platform + Groups

Niche Networks

Customize Plan for Platform

Ownership

Metrics



Social Recruiting Focus Areas

Employee Focus

Employee Recognition – Job Well Done
Employee Recognition – Tenure
Employee **Testimonials**
Employee Wellness Programs
Development **Program for Experienced Hire**
Leadership Workshops / Annual Events
Job Posts with EVP Highlighted
Leadership Motivation Post – **Career, Opportunities**

College Recruiting Focus

Internship Program
Internship Student Spotlight
Development Program for Recent Hire
Training Programs – Technical
Education **Scholarship / Partnership** Information
School Recruiting – **Career Fair**, Informational
Event, **Guest Lecture**
Mock Interview Tips

Culture Focus

Company **Culture** (Breakfast Monday, Social Event)
Life at Company Posts (work environment, team work,
fun activities)
Community Involvement / Engagement
Employer Awards – Best Place to Work, Legacy Award
Industry Associations Involvement
Hire **Veterans**
Diversity and Inclusion
Leaders and Managers – Original, Repost or Comment

Appreciation Focus

Driver Appreciation Day
Women Day
Labor Day
National **Intern** Day
Hispanic Heritage Day
Birthday Day
Company Specific Appreciation Days



Social + Digital Recruiting Execution

Maximize Visibility and Reach

- Use Multiple Platforms – **Customize Content** – **Testimonial videos** on YouTube, **Photos** on Instagram, Short messages on Twitter.
- Use **Hashtags #** - It helps **draw attention** and people interested in the topic.
- Turn Employees in to **Social Champions** – Multiplier effect – Power of 2nd Degree Connections – Free Visibility
- **Publish** on **social platforms** – Position yourself as an Employer of Choice
- **Host Live Q&A** – LinkedIn Live, Facebook Live, YouTube Live, Periscope
- **Live Stream Events** – Like Recruiting Fair or Walk-in-Wednesdays.


Show me, not “tell me” recruiting - Visual content is **40x** more likely to get shared on social media than other types of content. - Buffer

Examples & Ideas

Airgas
50,897 followers
1w

+ Follow ...

Our Airgas Hobbs, New Mexico team of six full-time employees led the branch above and beyond its sales goals and had zero accidents or injuries in 2018, making them one of four branches to be named a National Branch of the Year. Awarded out of 900+ locations across the U.S., they excelled in customer service, safety and financial performance. Congratulations, Hobbs team! #AirgasAllstars



180 · 10 Comments

Like Comment Share



fastenal_company · Follow ...

fastenal_company Thank you to all of our employees for everything you do and continue to #BleedBlue

191w

lamorale13 @schulzbyrequest @brittney8460 @laceofbase87

190w Reply

turk0182 Use to shop with you

Beacon Roofing Supply
19,283 followers
1mo · Anyone

+ Follow ...

Tony will celebrate his 40th year with the company on 9/21. He started at Best Distributing in 1979 when it was just the Goldsboro location & has worked his way through many positions, coming to settle in the Supply Chain for the last several years. We are very proud to have him on our team & deserves all the recognition!



189 · 17 Comments

Like Comment Share



Examples & Ideas

Elliott Electric Supply
3,620 followers
4h

[+ Follow](#)

We're very proud of the graduates from our outside sales training this month!

[#ElliottElectricGrowth](#)



4 • 1 Comment

Like Comment Share

Top Comments ▾

Katie Guerra • 3rd+
Helping people become who they want to be.
5d

Hisco's Leadership Workshop was Amazing!
I am always impressed with the level of engagement each time we have these Leadership events. Great conversations around Feedback, Active Listenin ...see more



50 • 5 Comments

Like Comment Share


Top Comments ▾

RS Components
64,516 followers
1mo • Edited

[+ Follow](#)

We are celebrating our interns as part of [#NationalInternDay!](#)

Meet the interns that are making a huge impact across the RS group in a variety of areas from sales and marketing to finance, customer services and our brands [Designspark Ltd](#) and [OKdo](#)



39 • 2 Comments

Like Comment Share



Examples & Ideas

Cynthia Lang • 1st
Director, Talent Acquisition at SRS Distribution Inc. telling stellar candidates ...
2d

Our 2019 Summer Interns rocked their presentations today. We are so impressed with them for their research and creative ideas on our business.
[SRS Distribution Inc.](#) [Stacy Croff](#) [#internship](#)



3

Like Comment Share

Search LTE 7:58 PM 99%

Rylie Hoover • 2nd
Intern at Briggs Equipment
1w • Edited

Presented my summer project for my sales internship at [Briggs Equipment](#). What a wonderful opportunity to present in front of all the executives. I felt my passion for my project was truly exemplified and I hope it benefits the company moving forward. Special thanks to my Ottawa team for teaching me so much this summer! Grateful for another challenging and rewarding internship.



LEADERS IN MATERIALS HANDLING
BRIGGS EQUIPMENT
LEADERS IN MATERIALS HANDLING

Anatomy of a Social Recruiting Post

WESCO Distribution
56,132 followers
5mo • Anyone

+ Follow

Two years ago, Janaya Scott was looking for a new [#career](#) opportunity that would allow her to expand her growth potential. When a friend recommended a position at WESCO, she knew it was the right fit from the first interview. Janaya, a Corporate Buyer and CSR, said, "I really wanted a company where I could grow my career. WESCO has allowed me to do that." <https://wescodi.st/2UKFrMy>

45 • 1 Comment

Like Comment Share

Use an Event or Achievement to tell a Story

Use Real Photos
CALL TO ACTION –
To the full story or to your website

EVEN BETTER: Let the employees tell your story

SunSource
4,780 followers
2mo

+ Follow

As a last test we put our [#interns](#) through a group presentation! So happy they decided to dress their best for the event.

Tony Fantuzzi Jr • 2nd
Senior Manufacturing Engineering Student at Western Michigan University
2mo • Edited

Today wraps up my Engineering Sales Internship with SunSource. Over the course of the summer I had the privilege of working with such an amazing group, while learning about inside and outside sales. Throughout the internship, I ...see more

53 • 1 Comment

Like Comment Share



Social + Digital Recruiting Solutions & Tools

- Consider using **automation solutions** to manage your social media accounts, schedule posts.
- Allow **multiple members** to **manage**, measure performance and to **monitor** activity.
- **DO NOT automate interactions.**
- LinkedIn Talent Solutions – Talent Hub - Talent Recruiter
- LinkedIn / Facebook / Twitter – Paid Posts / Promoted Posts
- **Monitor Reputation** online. Signup for a reputable service.

Design / Marketing

Tools: Canva, Adobe Spark, Pablo, Gravit Designer

On-the-go: Desygner – Mobile text image creation.

Video makers: Biteable, Lumen5, Animoto, Typito

Photos: iStockphoto, Getty Images, AdobeStock, NegativeSpace, PixaBay

Use **websafe fonts** and be consistent with your brand guide.

Automation

Hootsuite, Buffer, Sprout Social, AgoraPulse

Social Listing and Brand Monitoring

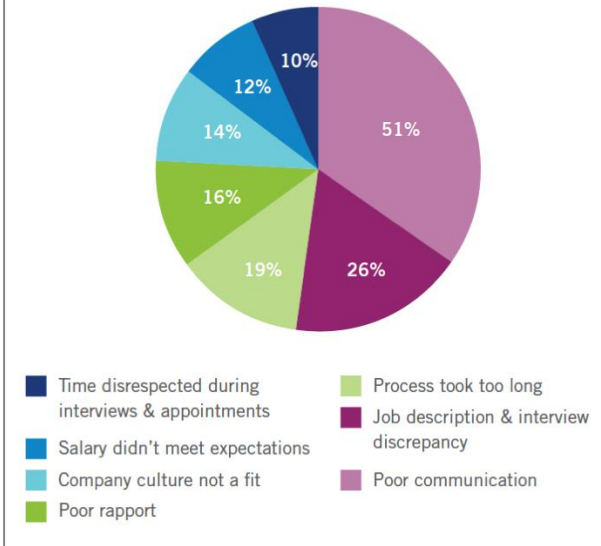
Brand Watch, Notified, Mention, Awario, TweetDeck,

CANDIDATE EXPERIENCE

Why Candidate Experience?

- Review sites are growing. **72%** of job seekers who had a **negative experience** go on to leave a review.
- **85%** of job seekers **never had an interaction** with a human.
- **Bad experiences** are **shared** with **more** people than good experiences.
- **Technology** can help or hinder.
- Candidate experience affects **acceptance rate**.

Figure 1. Most Negative Reasons Why Candidates Withdraw



Source: Talent Board, 2019

Poor **Candidate Experience** impacts quality of hires, time to hire and future talent pools – ultimately affecting your ability to grow and damages your brand.

How do “Applicants” feel?

- 47% of applicants were **still waiting** on a response from employers two months after application – *Talent Board*.
- **Ignored** candidates don't reapply.



“Acquiring the right talent is the most important key to growth. Hiring was - and still is - the most important thing we do.”

Marc Benioff, Founder, Chairman and co-CEO of Salesforce



“If they can't treat me well as an **applicant**, how will they treat me as an **employee**?”



Candidate Journey Mapping

Awareness → Application → Selection → Offer

- A journey map is **seeing the process through the candidate's eyes**.
- **Paradigm Shift**: Recruitment **Journey** vs **Funnel**.
- Map your current **processes** and **touchpoints** (includes digital).
- Understand **Candidate Persona** to develop **personalized** touch points and experiences.
- **Get feedback** from recent hires and stakeholders to improve.
- **Develop & Automate**: Collateral, Emails, Agenda, Checklists etc.
- **Consider**: HR **Candidate Experience Owner/Champion**.



Application Process

- **Explain** the Application **Process BEFORE** starting the application.
- Write a **clear job description** – Write it in second person “You will...”
- Provide job location, working hours, reporting and other requirements.
- **Make** the Application **Process Easy**. This is important to attract **A-players** and **passive candidates**.
- **After** the initial **confirmation** email, create an additional email campaign to **keep the applicants interested**.
- **Test your application** process yearly to see if it works seamlessly.
 - **How long does it take?**

- **Mobile Friendly Application**
- Options to apply with “**LinkedIn**”,
- Job Alerts and Email Job to Me or a Friend.
- Include **Videos**, employee **testimonials** and link to career webpage.

- **Keep in touch – Keep them interested**
- **Regular Email**
- **Voice mail** once a month
- They stay interested – if you stay interested

Interview Process

- **Using online tools or apps** for interview day management are trending, rather than PDF or Emails.
- If you are using **assessment tools** – explain and provide instructions to candidates.
- **Empathy:** Educate your hiring managers to treat candidates with empathy and respect.
- At the end of the interview, clearly **articulate next steps**.
- **Streamline interviewer evaluation and feedback**, to rank and select candidates **shortly** after all interviews are complete.
- Win them over with your **Employee Value Proposition**.
- When ready to make an offer, **involve the hiring manager** – expressing enthusiasm and appreciation for the candidate.
- Keep the time from interview to offer to **less than two weeks**.
 - This is especially important for **A+ candidate** who might get multiple offers.





Communication

- **Reduce your time to respond** to applicants to less than 7 days.
- **Recorded video** submission can help shortlist candidates.
- **Humanize** your Communication. Automated emails are great, but **hearing from a real person is valuable** - especially to college students.
- Create **engagement** with new hires **BEFORE** the **start date**.

Love it or Hate it – *Email is the predominant medium of communication.*

- Develop interesting templates – **Shorter emails get results.**
- Before you hit send - Customize emails – **Add personal touch.**
- Open to **Text Communication** with interview candidates.

- **95%** of candidates are more likely to apply again if they had a **positive experience.**
- **97%** of candidates who had a positive experience would refer others to apply.
- **55%** of candidates with a positive experience would tell their social network.

Source: Kelly Services

1 frustration during the job search is the lack of response from employers.

Summary

- **No one thing** is going to make a significant difference.
- Make **small improvements** in all areas.
- You are not competing with **another distributor for talent** – you are competing with retailers, consulting companies, big-box, gig-economy.
- Benchmark your practices – **Learn continuously - Innovate**
- Assign **process owners** for each of these activities.
- Plan to grow talent – **Build a pipeline.**
- **Engage** leaders, manager, & employees in Talent Acquisition.
- Measure **ROI** – some quick returns, some long-term



WE'RE
HIRING



TALENT DEVELOPMENT COUNCIL

TALENT ACQUISITION



CRAFTING EMPLOYEE VALUE PROPOSITION (EVP)



BUILDING EMPLOYER BRANDING



CREATING STELLAR JOB POSTINGS



DEVELOPING SOCIAL & DIGITAL RECRUITING STRATEGIES



BUILDING TALENT SOURCES & PIPELINE



DESIGNING PROJECT BASED INTERNSHIP PROGRAMS



CREATING SMART SCREENING & ASSESSMENTS

TALENT DEVELOPMENT

- Sales, Management & Leadership Development Programs
- Remote, Flexible, Blended Work: Employee Management & Engagement
- Succession Planning
- Learning & Development Programs
- Diversity, Equity & Inclusion
- Employee Communication & Resources

TALENT MANAGEMENT



• CANDIDATE EXPERIENCE



• COMPENSATION AND BENEFITS



• NEW HIRE ON-BOARDING PROCESS



• MANAGERIAL ON-BOARDING



• LINKING COMPETENCIES TO JOB DESCRIPTIONS



• PERFORMANCE MANAGEMENT

★ Workshops ★ Gen-Z Student Panel Discussions ★ Networking with Distributors ★
One-on-One Review Meetings ★ Digital Resources: Best Practices / Examples ★

New Cohort Starting **Summer 2022**– Contact **Dr. Norm Clark** for more information



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Thank you!! Questions?

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