

West Paw™

Hiring in a Tough Labor Market

Long Term and Short Term Strategies



Two Pronged Approach

External Considerations

Stay Up-to-Date

- Efficient, modern application process (ATS)
- Stay current on labor & workforce data
- Make use of current recruiting and workforce trends (like GigWorx)
- Use traditional recruiting methods as long as they are working
- Be pragmatic and open minded about your methodology - re-evaluate often

Internal Considerations

Employment Brand

- Offer the best benefits you can
- Nurture a positive workplace culture
 - Create and USE company values
 - Create an Inclusive atmosphere
 - Handle all issues, and behavior problems immediately
- All aspects of what it feels like to work at your company become your Employment Brand (reputation is everything!)

Strive for improvements one at a time, not doing everything all at once.