

21st Century Strategies To Attracting & Retaining Employees

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- How has our workforce moved from the **INDUSTRIAL**, to the **INFORMATION** and now to the **SOCIAL REVOLUTION** ... and what does that mean to you?
- How did COVID escalate the **GREAT RESIGNATION**?
- When should your **NEW EMPLOYEE ORIENTATION BEGIN** ... and what should it **INCLUDE**?
- How should you conduct your **INTERVIEWS** ... and what should you ask?
- How should you be **MARKETING YOUR IMAGE** to potential employees?
- Why do you need to redesign your **WEBSITE** ... and what should be on it?
- How long should it take to complete your **EMPLOYMENT APPLICATION**?
- What is the **STRATEGY of BALANCED REWARDS** and why is it critical to engaging employees?
- Why did Gallup Poll say that *America's Way of Managing Employees is 30 Years Out Of Date*, and what should you do about it?
- What **SPECIFIC STEPS** must managers follow to **BUILD RELATIONSHIPS** and **TRUST**?
- What are “**EPR**” (**Empathic Listening, Parroting and “Rewards”**) **SKILLS** and why are they **CRITICAL** in building **TRUST**?
- Why are there so many more jobs today than employees ... and **WHY WILL THIS TREND ONLY GET WORSE**?
- Why are the Gen-Zers the **FASTEST GROWING** segment of our workforce?
- How should you **ORIENT** employees to your organization ... **AND WHEN SHOULD YOUR ORIENTATION BEGIN**?
- Why do **MOST** employees **DEMAND “SAFE” ENVIRONMENTS** at work ... and what does that mean?
- How must you change your **CULTURE NOW** to meet the **DEMANDS OF TODAY'S WORKFORCE** ... and how do you **SUSTAIN IT**?
- What training should **ALL EMPLOYEES** go through to attain and maintain a “SAFE” Brain Healthy Environment?
- Why do more job applicants Google your **CULTURE** than your **PAY SCALES**?
- How must your **TECHNOLOGY & PROCESSES CHANGE** to attract and retain **Gen-Yers & Gen-Zers**?
- Why does **FORBES Magazine** say 66% of all **CULTURES/STRATEGIC GOALS FAIL**?
- Why is implementing and maintaining **YOUR CULTURE EXACTLY** like a **SAFETY PROGRAM**?
- Why do **75%** of all Americans say they are **MISERABLE AT WORK**?

- How can you **CLEARLY** and **EASILY DEFINE** your culture for everyone to understand and follow?
- If you do not define your Culture ... **THEN WHO WILL?**
- Why will a **WEAK CULTURE** keep you from **HIRING** and **RETAINING** employees in the 21st century?

Join Scott as he walks you through the critical changes we all need to make in order to better **ATTRACT and RETAIN** employees in the 21st Century in his own practical, entertaining and rubber hits the road style so you can start using this information **IMMEDIATELY!**

LEARNING POINTS

In this session you will learn...

- **How today's workforce has changed and how you must change with it,**
- **How to easily DEFINE your SAFE environment to attract and retain employees and**
- **How to use the STRATEGY of BALANCED REWARDS to engage employees.**

Scott's Bio

Scott Warrick (www.scottwarrick.com) is a practicing Employment Law Attorney, Human Resource Professional and three-time best-selling author with over 40 years of hands-on experience. Scott uses his unique background to help organizations get where they want to go, which includes coaching and training managers and employees on site in his own unique, practical and entertaining style.

Scott combines the areas of law and human resources to help organizations in "Solving Employee Problems **BEFORE** They Start." Scott's goal is **NOT** to win lawsuits. Instead, Scott's goal is to **PREVENT THEM** while improving **EMPLOYEE MORALE**.

Scott's first book, *Solve Employee Problems Before They Start: Resolving Conflict in the Real World*, is a #1 Best Seller for Business and Conflict Resolution. It was also named by EGLOBALIS as one of the best global Customer and Employee books for 2020-2021. Scott's next book, *Living The Five Skills of Tolerance*, is also a #1 Best Seller in 13 categories on Amazon. His most recent book, *Healing The Human Brain*, is an International Best Seller in 14 categories with sales in over a dozen countries worldwide.

Scott Trains Managers & Employees ON-SITE in over 50 topics, all of which are customized for each client. Scott is a national speaker who travels the country presenting seminars on such topics as Healing The Human Brain, Employment Law, Conflict Resolution, Leadership and Tolerance, to mention a few.

Scott is also a seven-time SHRM National Diversity Conference presenter. In 2023, he presented his ground-breaking "**TOLERANCE & BRAIN HEALTH**" program.

Scott's **MASTER HR TOOL KIT SUBSCRIPTION** is a favorite for anyone wanting to learn Employment Law and run an HR Department.

Scott's videos are also favorite tools for anyone wanting easy, convenient and affordable access to in-house training, including his **SCOTT'S SUPERVISOR MASTER VIDEO SERIES** and his **STOP BULLYING & HARASSMENT NOW!** video, which complies with all of the new EEOC Harassment Training Guidelines.

For more information on Scott, just go to www.scottwarrick.com.