

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- Why did Gallup Poll say that *America's Way of Managing Employees is 30 Years Out Of Date*, and what should you do about it?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 is a three-time bestselling author: *Solve Employee Problems Before They Start: Resolving Conflict in the Real World, Tolerance and Diversity For White Guys ... And Other Human Beings* and *Healing The Human Brain*.

Scott presents to national, state and local groups alike, both in person and through webinars. His topics range from Healing The Human Brain, Bullying/Harassment, Conflict Resolution, Leadership and Tolerance, to mention a few. Click here to learn about Scott's topics:

<https://scottwarrick.com/training-speaking/>

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

Scott was named one of Business First's 20 People To Know In HR by CEO Magazine' and a Human Resources "Superstar" in 2008. Scott also received the Linda Kerns Award for Outstanding Creativity in HR and the Ohio State Human Resource Council's David Prize for Creativity in HR Management.

Scott's academic background and awards include Capital University College of Law (Class Valedictorian (1st out of 233) and Summa Cum Laude), Master of Labor & Human Resources and B.A. in Organizational Communication from The Ohio State University.