

Introduction (15 minutes)

- **Overview of Current Workforce Challenges**

Discuss the overall labor shortage in the industry and its impact on hiring practices.

Mention the importance of innovation in workforce management to ensure long-term business success.

- **Learning Objectives for the Session**

1. Improve hiring speed and efficiency.
 2. Enhance employee retention through engagement strategies.
 3. Adapt to the shrinking labor pool by leveraging untapped talent.
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Section 1: Time is of the Essence—Why Seconds Matter When Hiring (45 minutes)

- **The Statistics of Hiring Speed**

Expand on the 48-hour and 24-hour statistics with data to emphasize the urgency. Discuss the concept of applicant drop-off rates, sharing case studies of companies that streamlined their hiring process.

- **Strategies for Immediate Outreach**

Share technology solutions that can help reach applicants faster, such as automated texting or interview scheduling software.

Demonstrate how these technologies can increase engagement rates. Include a quick demo or screenshots.

- **Interactive Discussion**

Participants can discuss their current hiring timelines.

Ask them to identify bottlenecks and brainstorm ways to reduce delays.

Role-play scenarios where a slow hiring process leads to lost candidates.

Section 2: The First 5 Words Matter (45 minutes)

- **The Psychology of First Impressions**

Deep dive into how the first interaction sets the tone for a new hire's entire experience.

Provide scientific research or case studies that show the impact of feeling valued in the workplace.

- **Crafting the Perfect Welcome Statement**

Work with participants to develop a personalized script for welcoming new hires.

Discuss what makes a great first day: include tangible steps like assigning mentors, providing welcome kits, or organizing team introductions.

- **Activity: Craft Your Message**

Participants will draft and share their own five-word opening statement. Peer feedback will be encouraged.

Section 3: Every Click Matters—Streamlining the Application Process (45 minutes)

- **The Impact of Click Fatigue on Applicant Drop-Off**

Expand on data showing how complicated application processes drive away potential candidates.

- **Best Practices for Application Simplicity**

Review examples of top-tier companies (such as Amazon) that have optimized their processes for ease of use.

Provide a live example of an efficient online application and a poor one, and analyze both.

Introduce applicant tracking systems (ATS) and how they can simplify the hiring process.

- **Interactive Exercise**

Allow participants to evaluate their company's application processes, identifying areas where they can cut steps and simplify the journey.

Section 4: Focus on Teaching/Training Over Skillset (45 minutes)

- **Shifting the Hiring Paradigm**

Share real-world examples where hiring for personality and cultural fit has led to greater success than hiring for skillset alone.

Explore how this approach can address the skills gap in the current workforce shortage.

- **Teaching as an Engagement Tool**

Explain why teaching new hires can boost engagement and retention.

Provide examples from industries that emphasize continuous learning and mentorship.

- **Case Studies**

Share examples from companies in the trades or staffing industries that focused on teaching and saw long-term loyalty from their employees.

- **Group Discussion: Identifying Untapped Talent**

Have participants think of specific roles they've struggled to fill and brainstorm what personality traits or cultural fits could succeed in those roles.

Section 5: The Shrinking Workforce and Future Challenges (45 minutes)

- **Workforce Decline—Looking at the Numbers**

Present detailed data on the declining workforce, showing birth rates, retirement trends, and projected labor force sizes.

Use a graph or chart to visually depict the declining workforce until the mid-2040s.

- **Proactive Strategies for Navigating Workforce Decline**

Discuss how businesses can adapt by automating processes, diversifying recruitment efforts, and investing in training programs.

- **Creating a High-Morale Culture**

Provide strategies to boost employee morale and engagement in times of workforce scarcity.

Examples could include leadership development programs, flexible working conditions, and employee recognition initiatives.

- **Interactive Discussion: Adapting to the Future**

Ask participants to share what their companies are doing to prepare for the future workforce. Encourage brainstorming on new initiatives they can implement.

Closing & Q&A (30 minutes)

- **Recap of Key Learnings**
Summarize the main points of the presentation, focusing on immediate takeaways that can be implemented in their organizations.
 - **Open Q&A**
Allow for a question-and-answer session where attendees can seek clarification or deeper insights on any topics discussed.
 - **Call to Action**
Encourage participants to take immediate steps to streamline their hiring process, improve employee engagement, and adapt to the changing workforce landscape.
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