



Hiring Strategies

Hiring in today's climate is proving to be incredibly difficult for many organizations. Below are strategies that may help you find the talent you need to be successful for the future.



Components of Successful Recruiting Strategy

Broad and Deep Sourcing



Innovative Programs & Incentives



Creating a Winning Culture



Created by: Greater Rochester Chamber Talent Strategy



Brainstorm

Determine Problem

Compose Hypothesis

Determine Strategy

Implement

Reinforce & Sustain

Hire Great People

Component		Solutions for Consideration
<input type="checkbox"/>	Sourcing Talent	<p><u>Host Internships and Co-op Programs:</u> These programs add value to your organization, helps build your talent pipeline, promote and actively encourage diversity and inclusion, and improve your organization's brand as an employer of choice. To get started, we created this resource for you: CampusROC For Employers</p>
<input type="checkbox"/>	Sourcing Talent	<p><u>Post Positions on Rochester Career Portal:</u> This brand new career portal is designed specifically for employers and job seekers in the Greater Rochester region. This free portal allows you to establish a company presence, post unlimited positions, search for candidates and find the talent you need. Go to www.GreaterROCCareers.com to post your jobs and search our database.</p>
<input type="checkbox"/>	Sourcing Talent	<p><u>Removing Bias from Job Descriptions:</u> Unconscious bias in job descriptions is very common. Use this great tool to make sure your job descriptions are not gender biased. Gender Decoder: find subtle bias in job ads (katmatfield.com)</p>
<input type="checkbox"/>	Sourcing Talent	<p><u>College & University Recruitment:</u> Rochester is a great College town! We graduate thousands of students every year that are well educated, highly skilled and looking to make their mark. Your company is missing out on great talent if you are not connected to the college placement offices. Contact CampusROC.org for more information.</p>
<input type="checkbox"/>	Sourcing Talent	<p><u>Start an Apprenticeship Program:</u> Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce, and individuals can obtain paid work experience, classroom instruction, and a portable, nationally-recognized credential. For more information, see https://www.apprenticeship.gov/</p>
<input type="checkbox"/>	Sourcing Talent	<p><u>Military Recruiting:</u> Fort Drum is a hidden gem for outstanding talent. They graduate over 250 highly skilled and trained officers every month. Contact us to find out about our Veterans Connect program and how you can tap into our military recruitment programs. Email: Adrian.hale@greaterrochesterchamber.com.</p>

<input type="checkbox"/>	Innovative Programs	<p><u>Pair new hires with a Mentor/Reverse Mentor:</u></p> <p>Assign every new hire with a mentor – someone that is tasked with making them feel welcome and part of your culture. Everyone benefits from having a work buddy/accountability partner – someone that cares that they are there and ensures they will stay. Get inspired by these leading companies: 5 Corporate Mentorship Programs Worth Imitating (gloo.us)</p>
<input type="checkbox"/>	Innovative Programs	<p><u>Have an Employee Referral Program:</u></p> <p>Great employees are a fantastic source to find other great employees. Incent them to refer people they know by implementing a reward system. Building an effective employee referral program: 5 best practices - Tribepad</p>
<input type="checkbox"/>	Innovative Programs	<p><u>Offer your Employees a Success Coach:</u></p> <p>A Success Coach creates trusted relationships with workers and points them to services that help them manage issues in their personal life – anything from finding affordable childcare to caring for an elderly parent. Employer Resource Network Area Networks (ern-ny.com)</p>
<input type="checkbox"/>	Winning Culture	<p><u>Onboarding Programs:</u></p> <p>From the moment you extend the offer, make sure you don't get ghosted! Keep your new hire engaged by having a robust onboarding program that keeps the connection from day of offer until 90+ days after they start. 23 Creative Onboarding Ideas Your New Hires Will Love (learnifier.com)</p>