



NNAHRA
NATIONAL NATIVE AMERICAN HUMAN RESOURCES ASSOCIATION

27th Annual Conference

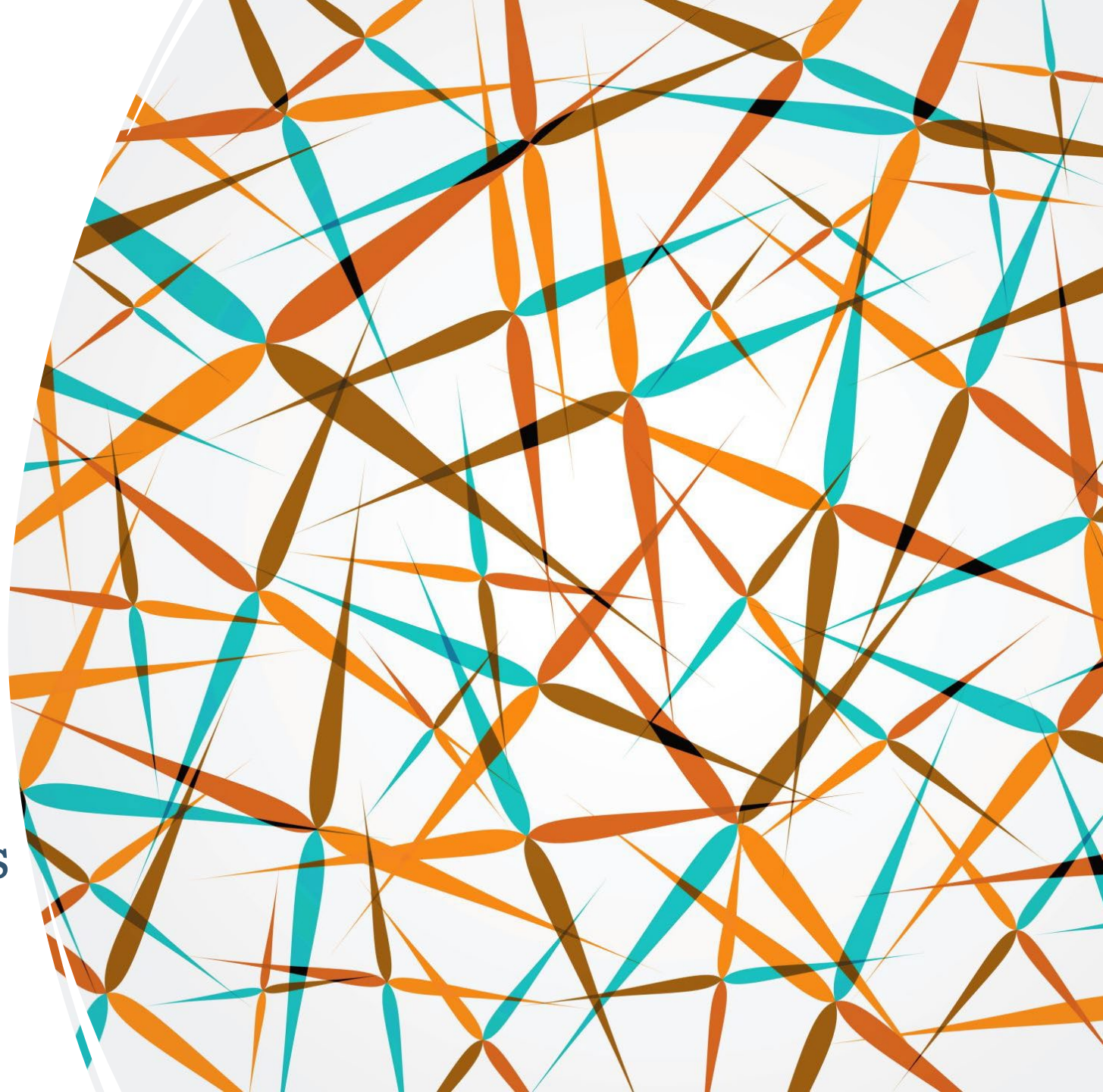
September 25-27, 2023

Gila River Resorts & Casinos

The 2023 Recruiting Conundrum

Tips and Tricks from
the Recruiting
Experts at

redw Advisors
& CPAs



Why does this seem so much harder in 2023?



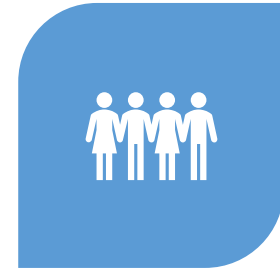
HISTORICALLY LOW
UNEMPLOYMENT



SELECTIVE
CANDIDATES



COVID HANGOVER



WORKFORCE
COMPOSITION SHIFT

How do I find talent in 2023?

- Get Creative with Candidate Sourcing
- Revisit Benefits Offerings
- AX for the Win
- Successful Selection
- Navigating Retention Offers



Getting Creative with Candidate Sourcing

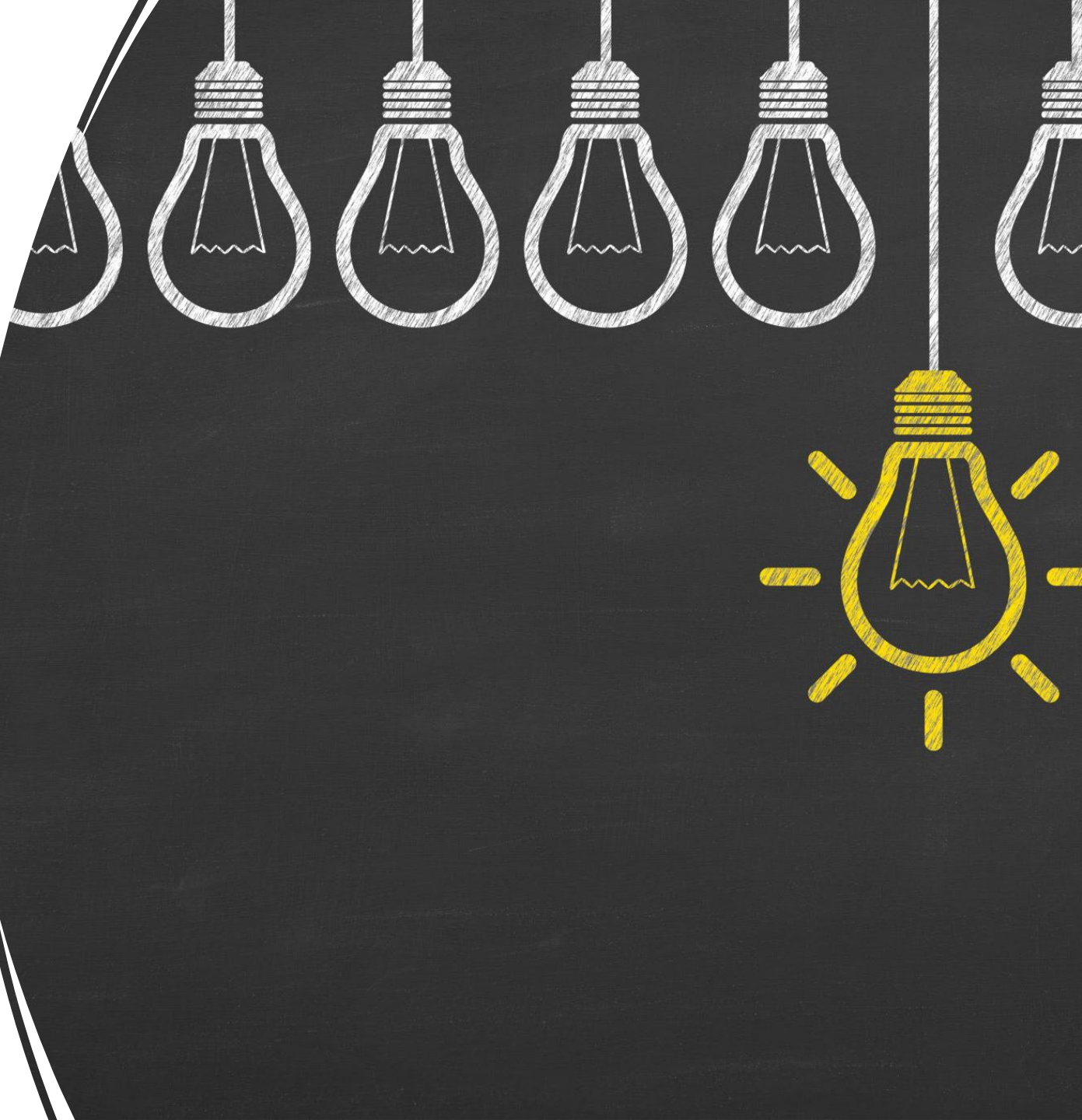
Tip #1: Think like a
professional recruiter.
Elevate your recruiting
strategy beyond the
“post and pray”
method.



Tip #2: Capture Candidates through Non-Traditional Sources

Attract Millennial and Gen Z Talent:


1. Manage your Brand
2. University Recruiting
3. Gamification
4. Use of Mobile Platforms
5. Use of Social Media Recruiting
6. Use of Crowdsourcing
7. Artificial Intelligence (AI)





Tip #3: Leverage
Existing Employee
Networks

Employee Referral Program



Benefits Offerings:

Are your benefits & policies undermining your efforts?

- Have you considered what Millennials and Gen Z actually want?
- Can your team work from Italy?
- Is your Performance Evaluation Process outdated (or non-existent)?
- Is your PTO policy competitive?

Tip: Offer Benefits & Policies that Attract Top Talent

Fair and equitable compensation

Learning and Upskilling Opportunities

Flexibility

Impactful work

Opportunities for growth

Recognition of achievements

Company culture – working with great people

Good benefits and paid time off.

The Applicant Experience (AX)

48% of job seekers have had at least one negative experience in the hiring process in the past 12 months.

49% of job seekers said they've declined a job offer because of a poor experience with a potential employer during the hiring process.



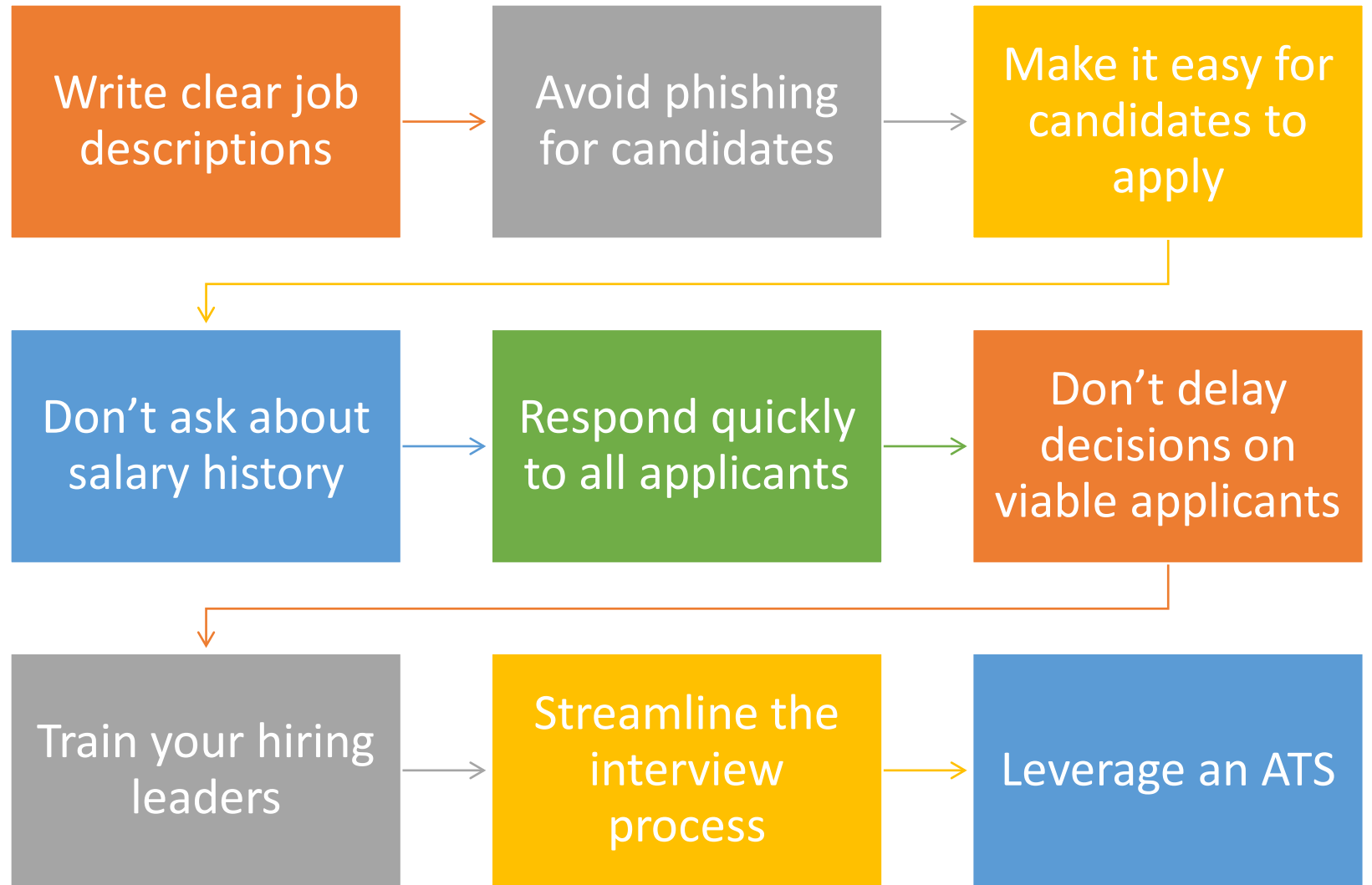


Is AX Undermining Your Recruiting Efforts?

Focus on the AX and....

- Cut the time and cost of hiring
- Build a stronger employment brand
- Secure the best talent
 - A negative AX impacts 54% of job acceptances.
 - 72% of job seekers will share their negative experience.
- Make a positive 1st step in the new employee's engagement

Tip 1: Start With the Process



Tip 2: Don't Let the AX be Sabotaged by Poor Communication

- Be creative with communication channels
- Communicate frequently
- Don't ghost candidates
- Be open with feedback
- Let candidates know if they may be considered for future roles
- Ask for feedback





Successful Selection Tips

Understanding Needs

Accurate Job Descriptions

Tribal Preference

Behavioral and Functional Interviewing

Avoiding Nepotism

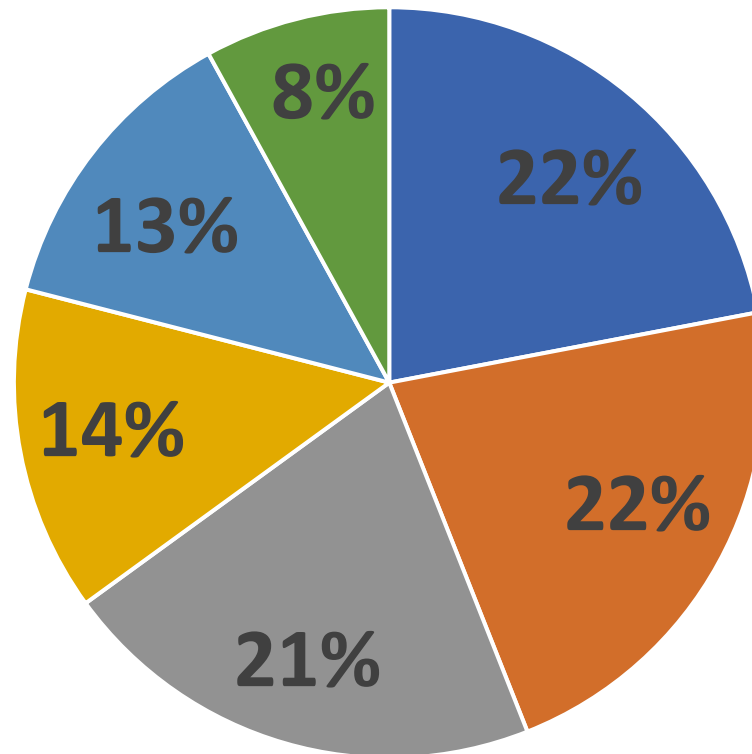
Unbiased Decisions

Assessment Tools

What are they and
how can you
effectively use them?



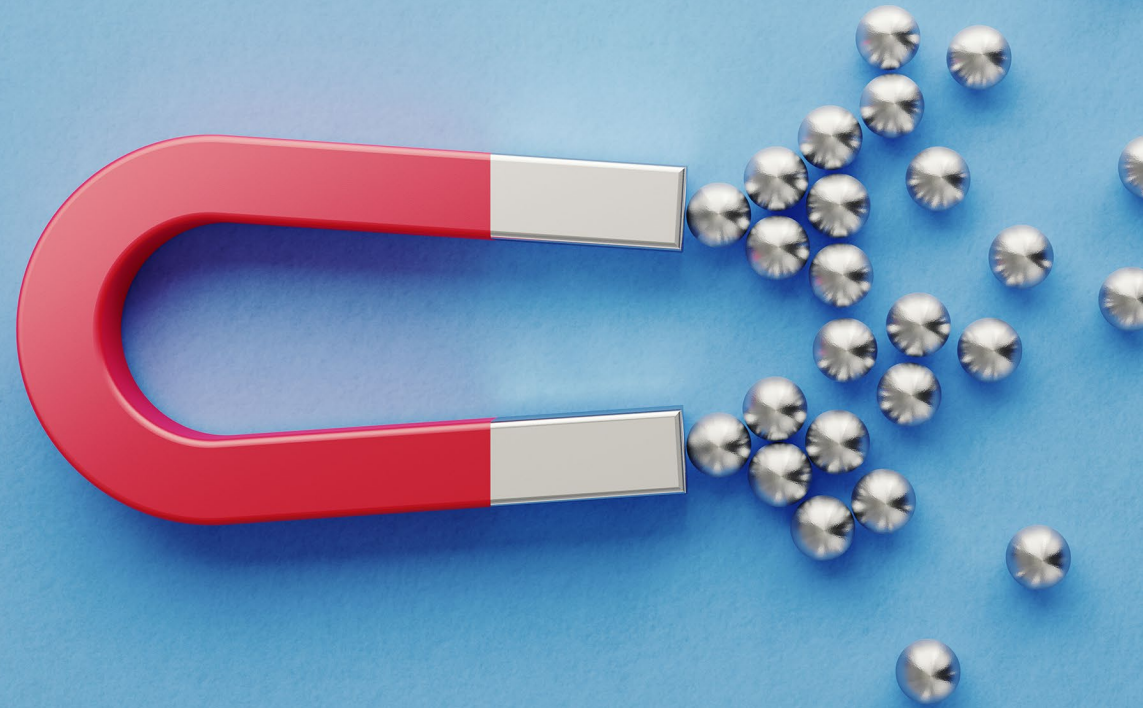
Reasons Job Seekers Declined an Offer



- The compensation & benefits didn't meet my expectations
- I had a negative experience with people in the interview process
- The role & responsibilities were different from what I expected
- I was worried about the company's safety measures
- I disliked the workplace environment

Tips to Getting Offer's Accepted

- The Candidate's "Why"
- Compensation Confidence
- Pre-qualify the Possibility of Other Offers
- Demonstrate Transparency
- Get Excited!



Navigating Retention Offers

- Anticipate Retention Offers
- Speed Matters
- Build the Relationship and Offer Support



Team Member Experience

Don't let all of your hard work go to waste!

Sourcing

Interviewing

Offer

Post-offer
Retention

Onboarding

Development

Offboarding



Questions?

We're happy to help.



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