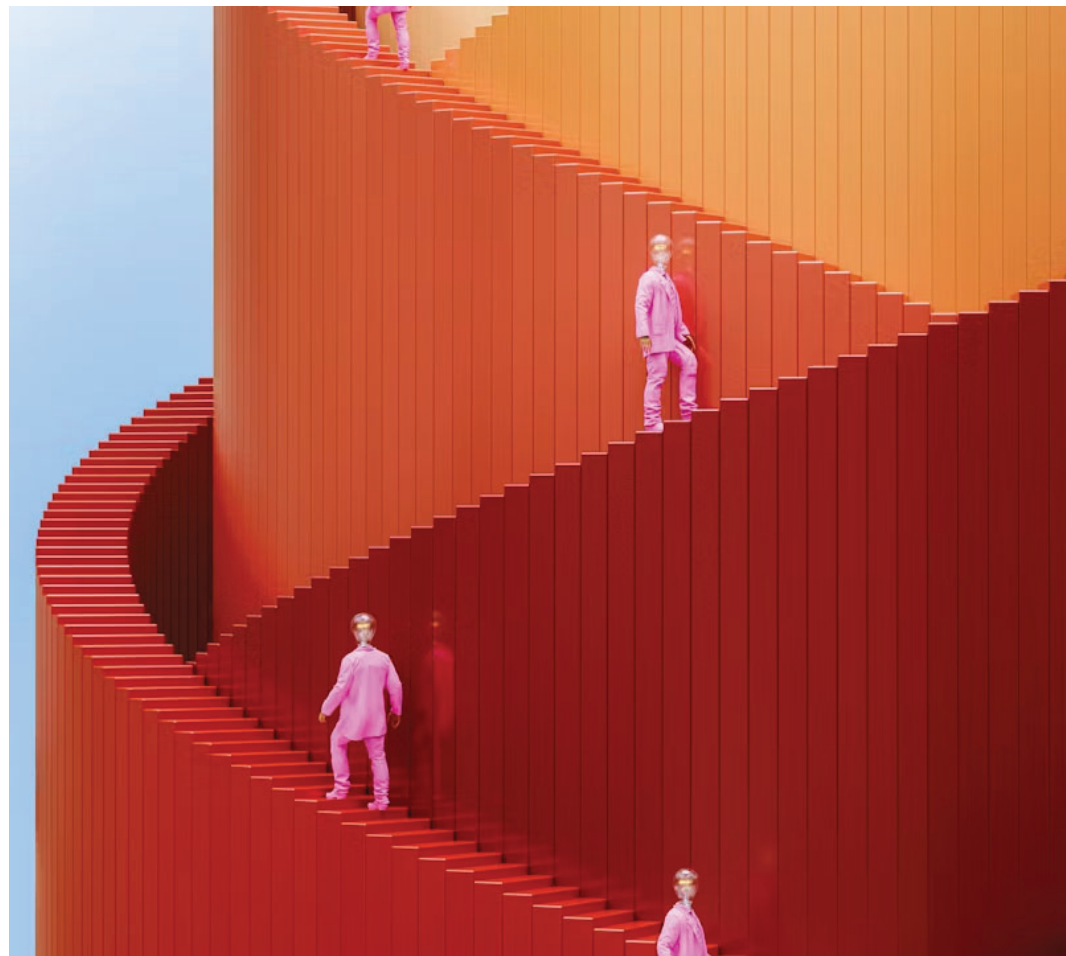




BUILDING A FUTURE-FORWARD WORKPLACE



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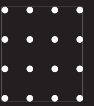
Embracing Change

Once we stop resisting and begin embracing change--that's when the real transformation happens.

Suddenly,
we are freed-up
(rather than struggling to keep up)
and can do more meaningful,
higher-impact work.

Standing at the Edge

A new wave of technology is
transforming the workplace



We can all be *resistant to change*,
especially when it *comes to Technology*.
Staying agile, understanding tools & capabilities,
and “up-skilling” your team are *essential* to success.



Using Technology Advances
to Produce Better Outcomes



Assessing your
Technology Capabilities &
Determining the Gaps



Training & Reskilling
Team Members

The *Continual Evolution* of **WORK**

The future of work calls for the revival of a *Renaissance Worker*: a person with many talents, interests, and areas of knowledge.

It requires the fusion of four key skills:

- Digital tools & technology
- Comfort with analytics & data
- Business management skills
- Design & creative skills



Jobs to SuperJobs



Positions Require
a Diverse Skill Set
Across Multiple Disciplines



The Definition of WORK is Changing

It is no longer about TASKS COMPLETED, but RATHER ABOUT:

- Outcomes Delivered & Solutions to Problems
- Strength of Teams & Relationships
- Tools & Technologies that Strengthen & Grow Capabilities
- Integrated Development, Learning, & New Experiences



NOW is the Perfect TIME

- Critically Assess Skills, Gifts, Talents:
Are the right people in the right roles?
- Gauge the Age Range:
How many are >40?
How many are < 40?
- Create Succession Plans:
When someone leaves,
who will replace them?
- Determine Gaps:
Do you have digital experts?
Do you have category leaders?
Do you need new technology?





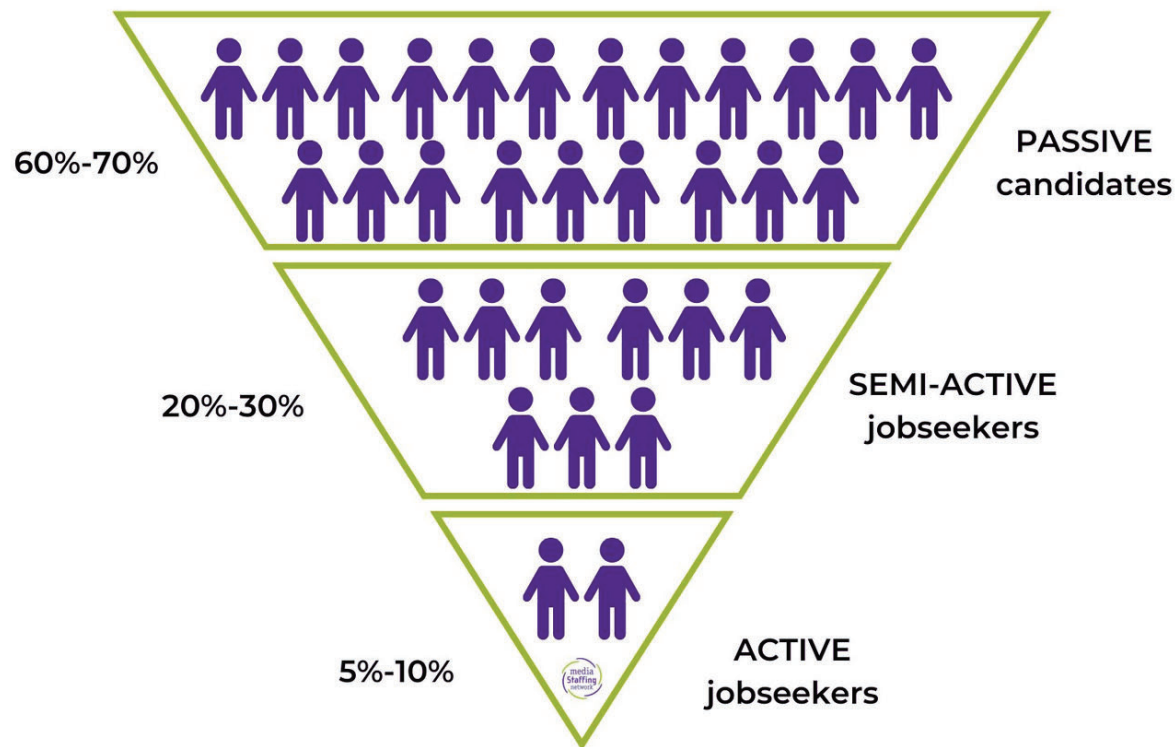
Prospect Pipeline: Relationship Recruiting

Create a list of people who have the potential to be a good fit in your organization if, or when, you have an opening

These passive candidates are:

- Happily employed elsewhere
- May or may not know your company or of any potential openings
- Not answering any ads
- May or may not be media people
- A match of skills & experience that will benefit your organization

Strategic Hiring : Get The Best



*According to LinkedIn, roughly 70% of the global workforce is passive talent.

Let's Create a Pipeline

- Identify your long-term goals & needs
- Assess your current talent pool
- Develop a candidate sourcing strategy
- Establish contact with new prospects
- Nurture prospects
- Prioritize ongoing training & development



CREATE YOUR PIPELINE

Last Name									
A	B	C	D	E	F	G	H	I	
Last Name	First Name	Location	Current Title	Employer	Email	Email - Y/N	Phone	Date Contacted	
Doe	John	Scottsdale	Seller	Phoenix Magazine	doej@phoenixmag.com	Yes	480-222-2345	5/5/18 J	
Bronwen	Fletcher	Sierra Vista	Public Relations, Customer Service and Sales Manager	Today's Look Salon & Day Spa			(520) 458-2950		
Leslie	Ramage	Sierra Vista	Sales & Marketing	Castle & Cooke Arizona, Inc.			(520) 378-5110		
Melanie	Sagia	Sierra Vista	Advertising Representative	Sierra Vista Herald	melanie.sagia@myheraldreview.com		(520) 458-9440		
Katja	Hanson	Sierra Vista	Multi-Media Marketing Consultant	The Sierra Vista Herald	hanson.katja@myheraldreview.com		(520) 458-9440		
Pahm	Lettrich	Sierra Vista	Sales Representative	Salt River Aviation Llc			(480) 558-1455		
Miera	Mathew	Sierra Vista	GSM	Lawley Kia and Ford	mathew.miera@lawleycars.com		(888) 874-9117		
Gaylor	Nikki	Sierra Vista	Office Manager	Lawley Kia and Ford	Nikki.gaylor@lawleycars.com		(888) 874-9117		
Alison	Beach	Sierra Vista	Sales Consultant	Lawley Kia and Ford	alison.beach@lawleycars.com		(888) 874-9117		
Jaward	Boyd	Sierra Vista	Route Sales Representative	Schwan's					
Sherion	Klepper	Sierra Vista	Marketing Consultant Karatbars	Karatbars International					

From Boomers to Zoomers

- Never before has the workplace had five generations working together
Employee communication is much more complex
- Every generation is on a different journey in their life
Some are working toward growing a family, some considering the end of their work-life.
- Finding middle ground won't always be feasible
Leaders must be flexible and precise when setting expectations
- Treat everyone as individuals
Make getting to know each other a priority



Find Talent | Keep Talent

How Do You Foster an Environment of Internal Growth?

- The race to find & keep talent has not slowed down-it's just changed.
- Your best candidates might already be in the building.
- Helping people grow from within doesn't just boost retention-it builds loyalty & keeps top people around.

Show your team what success can look like!

Give them a clear path forward!

Companies
that
prioritize
internal
mobility see
59% less
turnover



TALENT MOBILITY

Internal Growth | Loyalty | Success

Mentorships

- Develop Internal + External

Reskilling

- Assist Individuals with *What's Next*

Clear Career Paths

- Known & Accessible to Everyone

Regular Check-Ins

- Track Progress & Spot Potential



Alternative Workplace

Contracts | Gig Work | Side Hustles
How Do They Fit into Our Culture?

-Nontraditional Workers-
How do we Engage & Grow?

-Hybrid Work Schedules-
What do they Look Like?

-Culture & Connection-
How do we Preserve & Elevate?





Connection + Culture:

When leaders prioritize connection,
teams succeed!

Driven by Data

When people feel connected to their
company's culture, positive outcomes happen

RESULTS

3.7X More Likely to Feel Engaged at Work

5.2X More Likely to Recommend Their Company

37% More Likely to Say They Are Thriving

68% Less Likely to Feel Burnout

55% Less Likely to Think about Leaving

Corporate Culture

The shared attitudes, values, goals, and style of working define a company.

Starts at the top-CEO & Leadership Teams.

Shaped the way those leaders want the company to operate and the impact they want to make.



Team Culture

This is YOUR culture .

Influenced by individual managers and team leaders.

Shaped to bring the company's values to life day-to-day.

Leadership style, expectations, and how they support individuals and teams.

Are You an *EMPLOYER of CHOICE?*

*How Does Your Workplace Stack Up
Against These Components?*

- Career Growth
- Meaningful Work
- Appreciation & Recognition
- Work Life Balance
- Strong Leaders
- Fairness
- Access to Information
- Empowerment
- Strong Reputation
- Community Involvement
- Fun!





Let your Prospects Know why **YOU** are an ***Employer of Choice***

- Have a robust and exciting career page
- Share what you do for the community
- Talk about accomplishments, awards and recognitions internally & externally
- Be a source of helpful information about local businesses
- Be known for treating employees fairly
- Create fun perks and benefits and share with the community
- Use social media to showcase company culture
- Update your website regularly
- Use station events to promote your company

MORE IS NOT ALWAYS BETTER

CHOOSE BETTER

- Recruiting is relationship building
 - Invest in getting to know them
- Put people through steps
 - Employee interviews
 - Time in building
 - Involve them in hiring process
 - Do not interview to hire
 - Find the right ADDition



Action Items

- Consider a talent mobility program that shows a path of progress for all employees & allows your team culture to bring it to life
- Forget about relying solely on job-seekers
- Embrace pipelining
- Improve your image as an Employer of Choice & tell your “story” by social media, career page, & your employees



THANK YOU



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