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Workforce Innovation: Attracting, Recruiting, and Retaining Talent in Nonprofits

North Carolina Center for Nonprofits-Thursday October 20th, 2022

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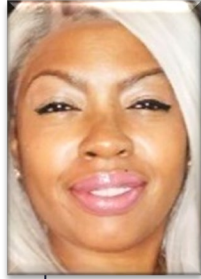
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Today's Presenters



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Learning Objectives



In this session you will gain insight on the hot topics of “Attracting, Recruiting, and Retaining Top Talent within Nonprofits”



Outline inventive practices for building a culture that attracts top talent in a competitive market, beyond the standard methods you have always tried



Introduce practices to aid in retaining your existing workforce, how to keep your most valuable assets in place



Recognize opportunities to implement alternative staffing strategies to support business operations and reduce stress on your teams





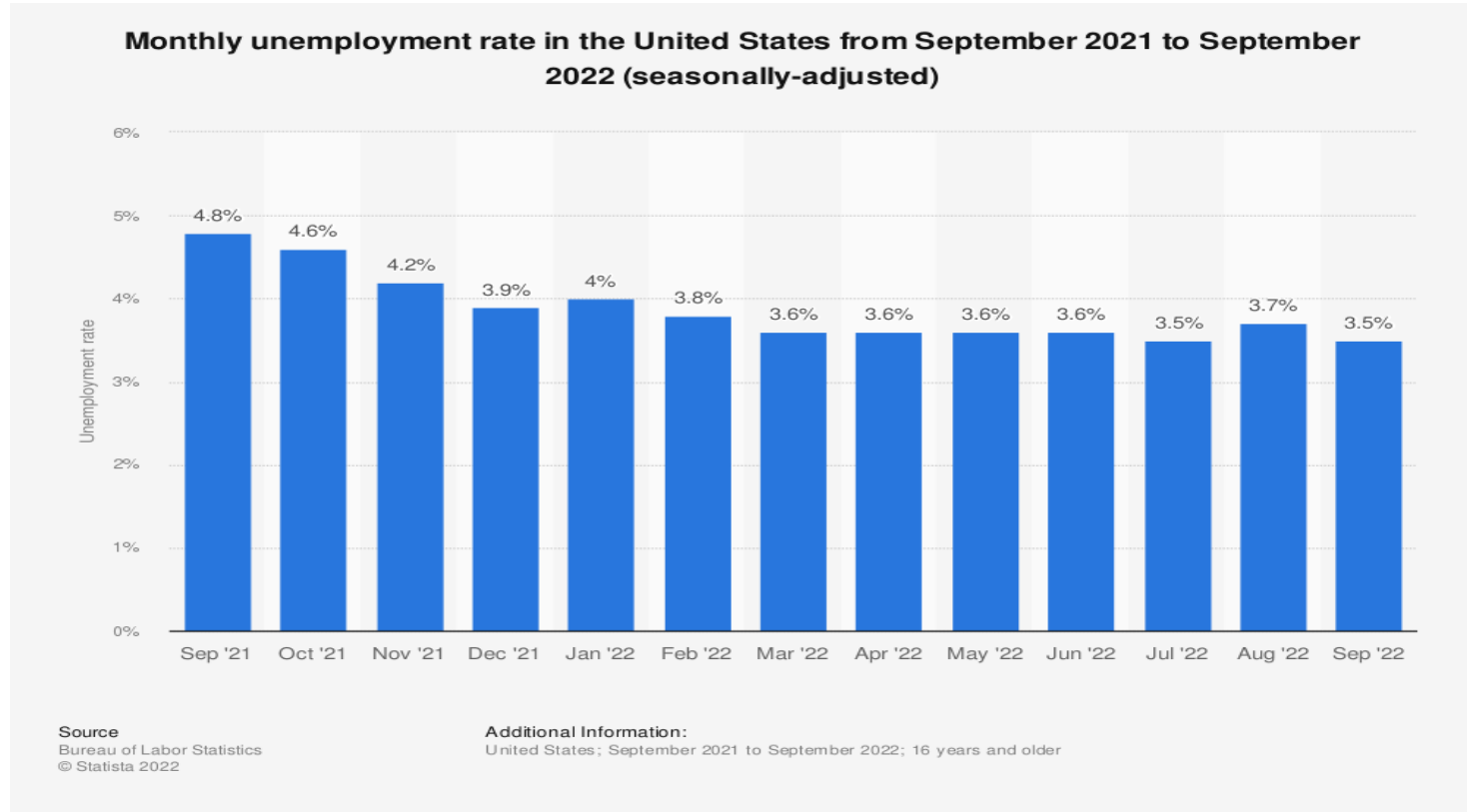
Attracting and Retaining Talent



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Workforce Statistics



Recruitment starts with.....



Organizational Culture



Candidate experience – from the first “touch”



Everything EXCEPT salary/compensation



Accuracy, clarity and how you reach your market



Recruitment starts with: **Attracting Candidates**

Beyond salary, what candidates are looking for:

Work-life balance

Benefits (including "extras" like wellness, professional development)

Better commute

"Better" or "good/positive" culture

Greater responsibility, opportunity to grow

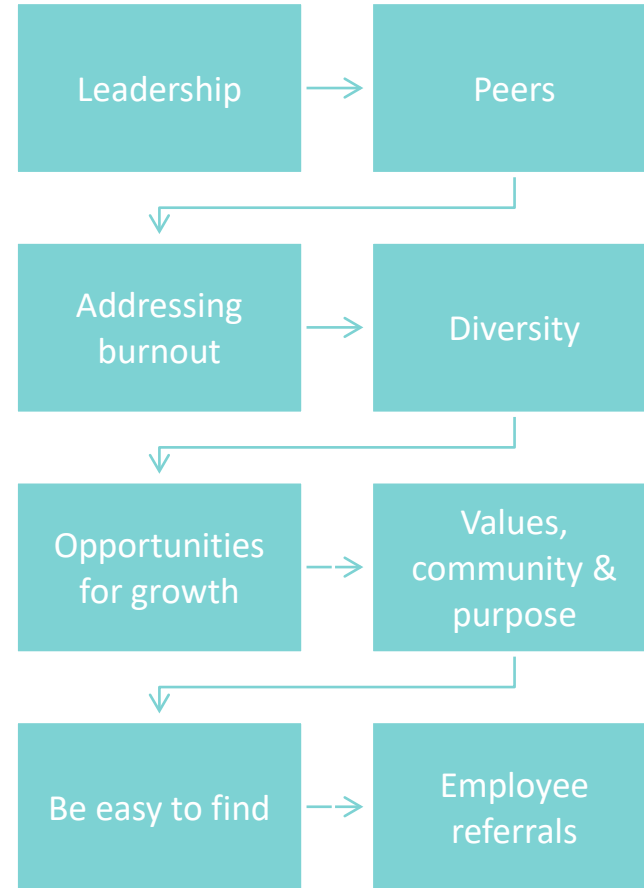
Hybrid work arrangements

Schedule flexibility

Employee appreciation and recognition practices



How to Attract & Retain Talent



What to listen for....

Do you hear candidates ask for any of these when considering a position?

Work-life balance

Benefits (including "extras" like wellness, professional development)

"Better" or "good/positive" culture

Greater responsibility, opportunity to grow

Hybrid work arrangements/ and schedule flexibility

Employee appreciation and recognition practices



Retention – Keeping your most important resource

- Rewards and Recognition
 - Referral programs to support recruitment
 - Recognition programs
 - Years of service
 - Goals achievement
 - Informal recognition (“shout outs”)
- Exit Interviews/Stay interviews
- Developing your managers
- Supporting learning paths and defining career paths
- Promote health and wellness





Workforce Trends

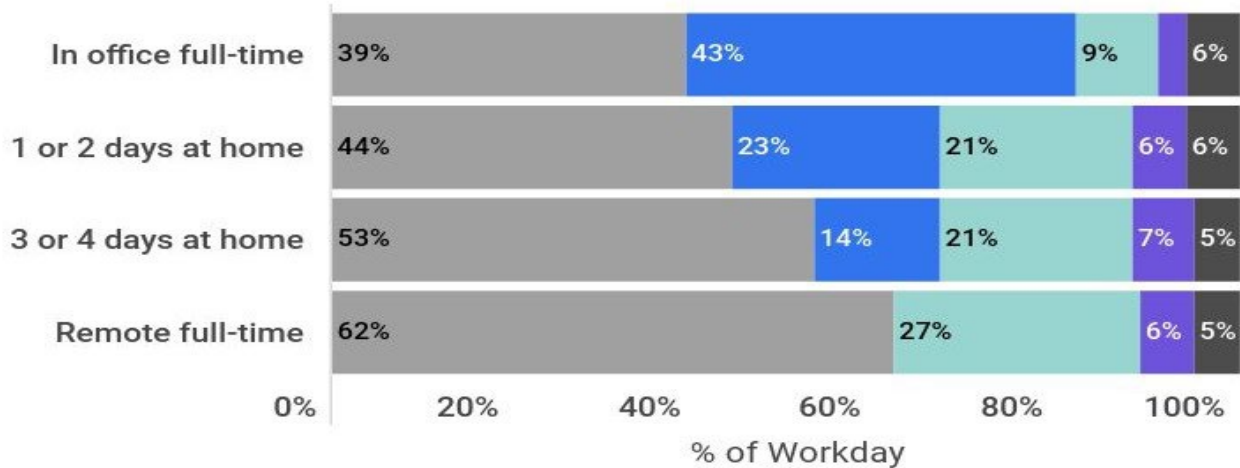


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Current Workforce Models

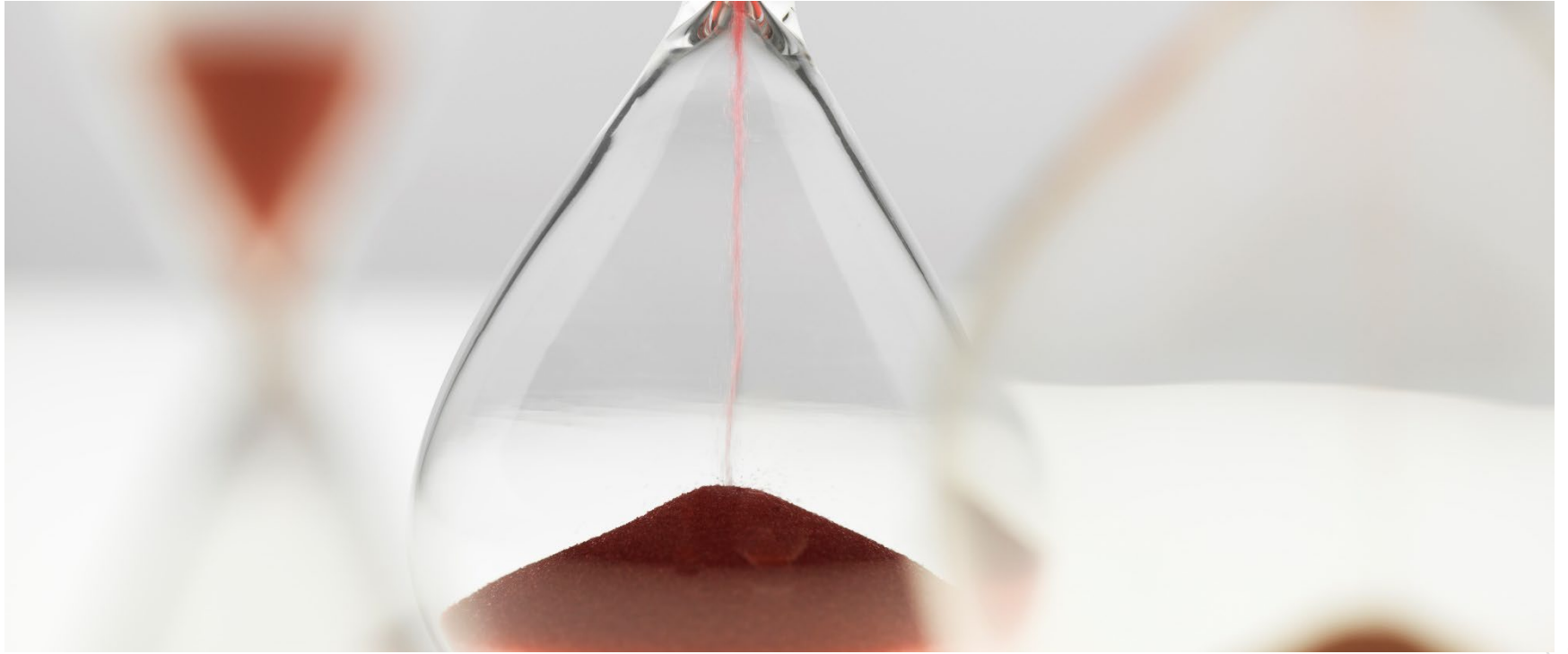
HOW EMPLOYEES SPEND THEIR WORKDAYS: IN-OFFICE, HYBRID, AND REMOTE



- Focusing
- Collaborating in person
- Collaborating virtually
- Learning
- Socializing



Final thoughts & action items....



Thank you!



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