



*Recruitment and Retention in
a challenging new world.*

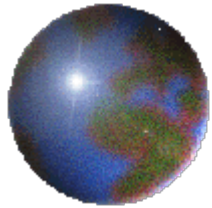
Presented by:

Nick Terrenzi

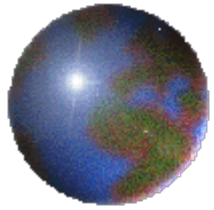
President HCA International

CAPPS Member since 1997

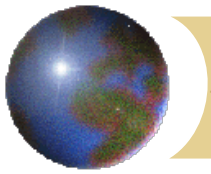
Challenges:



- *Finding Talent – Super heroes already have a job!*
- *Working in-office, remote or hybrid?*
- *Employee movement – an estimated 56% of Americans moved in 2021*



In addition to your standard recruitment process, consider these 5 VITAL characteristics when building your team.



5 Vital Characteristics to build your team to last:

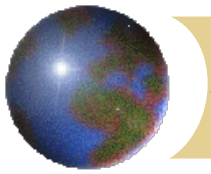
1. Good communication skills

Check this throughout the hiring process.

Real vs Social Communication: The interview environment is key and questions should be asked to create a REAL conversation. Approach recruitment as a Lifelong Relationship.

Use a tour or break room to support your interview.

Note 75% of consumers say customer service got worse during the pandemic. Communication skills are vital!



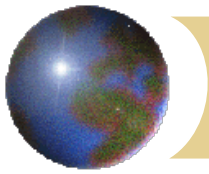
5 Vital Characteristics to build your team to last:

2. Willingness and Ability to learn

Did you ever meet someone who thought they knew everything already? How does this affect team building, customer service and your culture?

It's a brand-new world! There is so much to learn.

Want to find out what people are thinking? Ask a thought-provoking question, listen, understand acknowledge them. You might learn something. Changing a point of view requires?

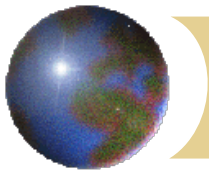


5 Vital Characteristics to build your team to last:

3. Recruit result driven, productive team members.

We are an industry of standards, of learning outcomes without compromise. In this way we all win. Recruit with this in mind. What have you accomplished during the pandemic that you are most proud of?

Recruit those that thrive in a productive, statistics driven environment.



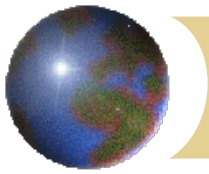
5 Vital Characteristics to build your team to last:

4. Positive attitude-

Recruit those that can stay positive and up-beat in a challenging environment.

We have an unpredictable new world. Emotions in the workplace affect the team, productivity, and retention.

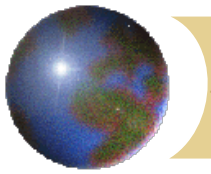
Recruit those that love the idea of expansion and taking on a new challenge. One thing we can predict is that the future will be unpredictable and challenging!



5 Vital Characteristics to build your team to last:

5. Alignment with your mission- Core Values

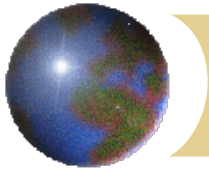
Recruit team members with the same core values.
Examples: Family, Team, Tenacity, Integrity, Passion,
Love for education, students and dreams.



5 Vital Characteristics to build your team to last:

1. Good Communication Skills
2. Willingness and Ability to Learn
3. Result Driven, Productive
4. Positive Attitude
5. Alignment with your mission- Core Values

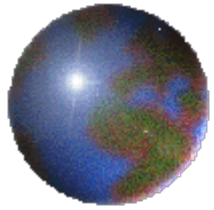
Notes: With 1, 2, and 3 you can create #4. 1-4, all go together and you cannot eliminate one and still have the other 3. **DO NOT COMPROMISE UNDER PRESSURE**
Pressure comes from scarcity. Always be recruiting.



- ✚ MINDSET/MOTIVATION
- ✚ KNOWLEDGE – Continuous Improvement
- ✚ RESULTS - Acknowledgements

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✚ RETENTION



Thank you for attending!

Please remember your survey

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