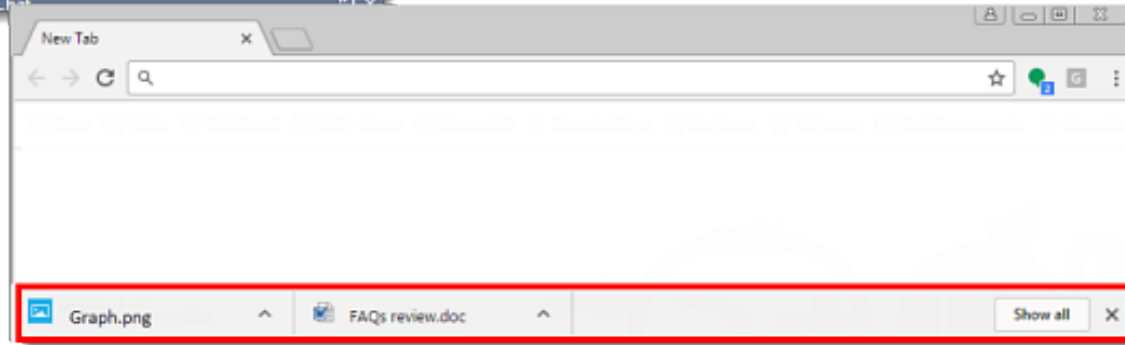
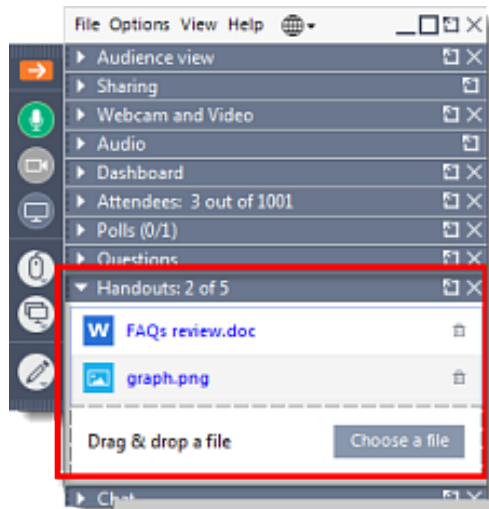




Recruiting Talent

Staffing the Future Title Company

Housekeeping



Today's Speakers

Dr. Cynthia McGovern
Orange Leaf Consulting

Dan Mennenoh, ITP NTP
H.B. Wilkinson Title Company



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Today's Topics

1. Our Evolving Customer
2. Building Your Bench
3. Assessing Your Team
4. Building the Job Profile
5. Casting Your Net



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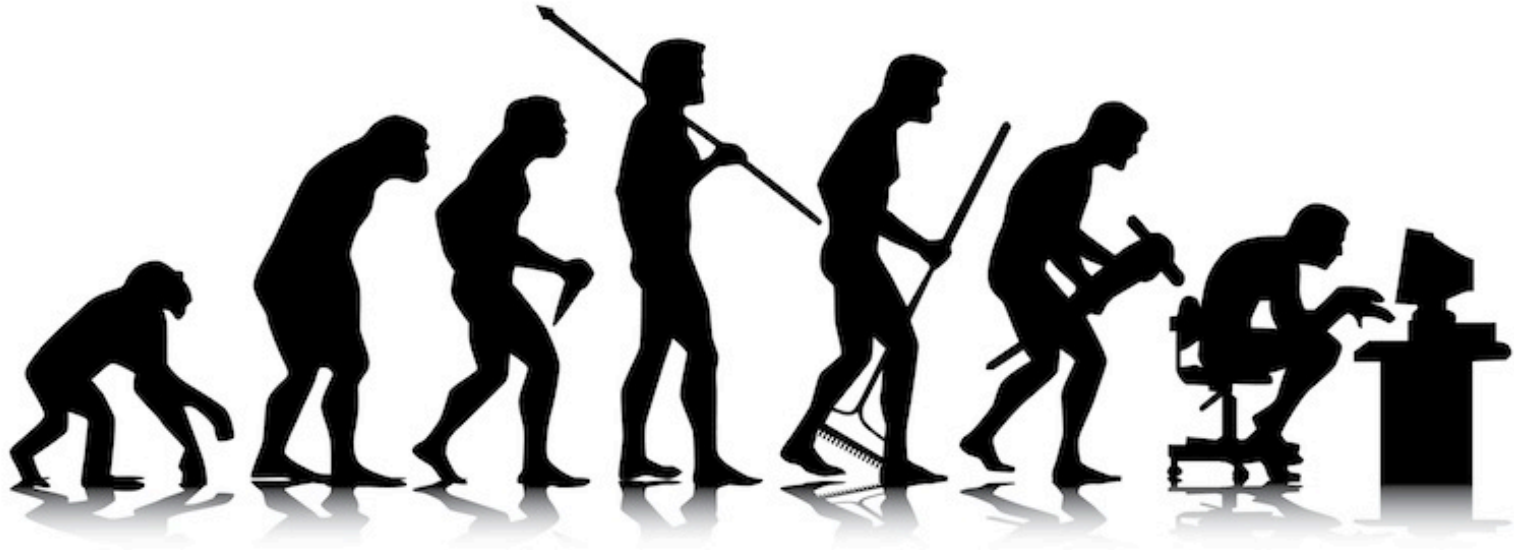
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OUR EVOLVING CUSTOMER

More Knowledgeable | More Tech Savvy | Greater Expectations



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Ponder This....

- **EVERYTHING** has changed in our industry
 - Why are we still recruiting the way we've always recruited?
 - Why do we throw money at key employees as a retention strategy?
 - Are we going to still be doing these same things 20 years from now?
 - Turnover is costly
 - Take time and make a smart decision



BUILDING YOUR BENCH

by 2020, **Millennials** will comprise at least

50% of the workforce



Baby Boomers & Generation X

Millennials

kinesisinc.com ➤



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Millennial Factoids

- 73% likely to further their education after college
- 3 out of 4 worry about balancing personal and work lives
- Top 3 concerns?
 - Financial security
 - Job stability
 - Career satisfaction

STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS



ASSESSING YOUR TEAM



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BUILDING THE JOB PROFILE



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Help for the Hiring Process

- **Job Descriptions and Advertisement Library**

- ALTA's Education Committee Workforce Development Subcommittee partners with National Network of Business and Industry Partners
- Samples for various positions and relevant skills

- **Common Employability Skills**

- normalizes the skills which workers may wish to develop in order to qualify for jobs across many different industries

www.alta.org/human-resources



CASTING YOUR NET

WHAT
DO UGLY
SWEATERS
HAVE TO
DO WITH
THIS?



Conducting the Interviews

- Have a consistent list of questions and scoring system
- Be objective: a personal connection is not enough
- They need to get the job AND do the job
- Is phone use key to the job? Do a phone interview!
- But always follow-up with an in-person meeting
- Use behavioral interviewing to assess potential job performance



Choosing a Winner

- Uncover the traits, behaviors and skills that lead to success
- Make sure the “organizational fit” is right
- Are their core values aligned with the organization?
- Does their level of commitment match what you need?
- Work 30 years for a gold watch? Not millennials

How to Compete

- Flex schedule
- Day One healthcare, education, reimbursement, etc.
- More decision-making as close to the customer as possible
- Recognition and mentor programs



Sometimes You Win,
Sometimes You Learn

QUESTIONS?



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