



When a Help
Wanted Ad Won't
Cut it:
Recruiting &
Retaining
Quality Employees



Jacquelyn Ammer Riley

Procter & Gamble, Human Resources Director &
Grant County Fiscal Court Magistrate

48th Annual KACo Conference & Exposition
Strong Counties. Stronger Kentucky.





A little about me ... Christian, Wife, Mother of Twins, HR Professional, Community Leader

Current Reality



Workforce Participation Trends



Employees don't leave b/c they don't like the work, they typically leave b/c of their boss



Employee are and will continue to be our most important asset



Strategies & Concepts
to help combat reality

Establish authentic relationships
Recognition
Connect to Meaning & Purpose
Invest in Them

Establish Authentic Relationships

- Checking-in on employees, listen to their concerns
- Know your employees and what matters to them?
 - Staggered start and stop working times?
- Show you care- Give Recognition
 - Do you take your employees out to lunch?
 - Do you host holiday meals to show your appreciation?
 - Do you acknowledge and celebrate work service anniversaries, birthdays, perfect attendance, no accidents, etc.?



Why does Recognition Matter?



Recognition is the #1 driver of engagement

44% report that being valued for their individual contributions is the biggest driver of belonging at work

79% of employees departing an organization have not been recognized in the past 6 mths

65% say feeling recognized would reduce their desire to job hunt

Source: [achievers.com](https://www.achievers.com)

Connect to Meaning & Purpose

It's never been more important to
make employees feel like....

they
belong,

they can
contribute,

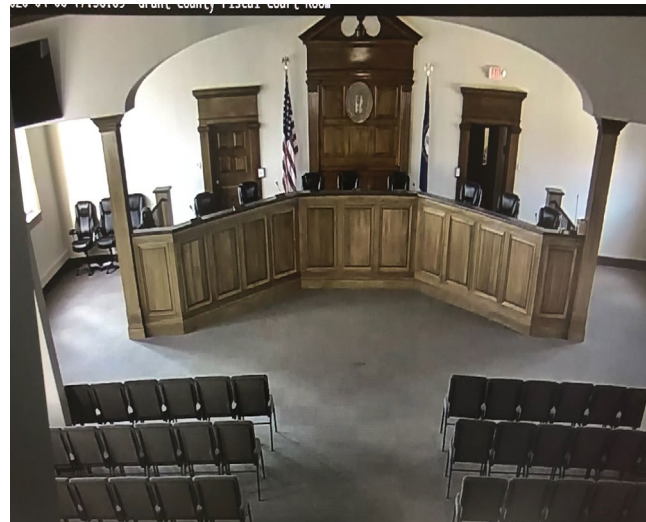
and they
are **valued**



Guide and direct,
then step back and give them the
autonomy to deliver and define their
ownership

Pulse Check on Work Environment

- What's the condition of your physical space?
 - *Do items need surplus/decluttered? Walls need painted, floors replaced? Updated office furniture? How about a deep cleaning?*
- Do you have a designated employee break area?
 - *Is it cleaned/updated? Does it have a coffee station, water, TV, proper seating?*
- Are your facilities something to be proud of?



Invest in Them

- Training & Development
 - KY Transportation Cabinet, Road Scholars Program, KACo Trainings, KY Department of Local Government, etc.
- Benefit of Higher Education- college classes/books or certification reimbursement?
- Consider Job/Role Rotations- to establish a better skilled workforce
- Create a plan to acquire new, upgraded, safe equipment
- Incentive Pay/Retention Stipend \$\$\$



Acknowledgement



This isn't easy, this is constant, there isn't a one size fits all approach



There's a lot more in your control than you think

Pay attention to how you react.
Know you don't have to react to everything. STRESS is real.



**Don't get discouraged.
Keep trying.**



Your employees are and will continue to be your greatest, most important asset....be sure you are treating them that way!

Recap: Establish Authentic Relationships, Recognize, Connect to Meaning & Purpose and Invest in Them

Questions

Jacquelyn Riley jriley@grantco.org
859-250-1301