

***Huddle #1 - Employee Retention Guide***

Why do your employees:

**Stay?**

**Leave?**

Do you feel like your turnover rate is higher than it should be? Why?

What actions are you taking to keep your good people?

Do you have an employee referral program?

Have you done a wage survey in the last 3-5 years?

What is one thing you can do right away to improve retention?



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**Huddle #2 - Identify Your Prospects**



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***Huddle #3 - What are your hurdles/roadblocks?***

Biggest workforce challenge(s) you face:

What steps are you currently taking to move beyond the challenge(s)?

On a scale of 1-10 how effective are those steps?

What do you need to get you to 10?

What can you do that you aren't already doing to improve hiring?



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***Huddle #4 - Content and Brand Strategy***

If you had unlimited resources, what would you like your community to know about your company?

List or describe attributes of your employer brand?

*Overall Brand Message:*

How do your current employees live/promote your brand?

How does your brand stand out in the surrounding community?

How does your employer brand appeal to the candidates you are trying to recruit?

What is one thing you can do right away to better use your brand in recruitment?

