



## **Hire Tough, Manage Easy©**

Recent polls show that finding and keeping good employees are now the top two concerns of business leaders nationwide. The labor pool is shrinking and within ten years our country may be experiencing a genuine labor crisis.

Now, more than ever, nothing is more critical to the success of any business than attracting, hiring, and keeping the right people. Most hiring managers, however, have little, if any, training in the skills and systems needed to do it right.

***Hire Tough, Manage Easy***, presented by nationally-known hiring authority, Mel Kleiman, is a proven, hard-hitting, practical session that covers all the “best practices” when it comes to recruiting, interviewing, selecting, and keeping the best.

### **The Challenges**

- ◆ Dealing with change
- ◆ The real costs of employee turnover
- ◆ The good side of turnover

### **What Do the Best Employees Look Like?**

- ◆ Finding the eagles in the flock of turkeys
- ◆ The job description versus a job analysis
- ◆ The CAPS Model for identifying the best

### **Recruiting**

- ◆ Take a marketing approach to recruiting
- ◆ It's all about image. What's yours?
- ◆ How and why to make it easy to apply for the job
- ◆ The four best recruiting sources
- ◆ Out-of-the box thinking



## **Employee Selection Systems**

- ◆ How to hire tough
- ◆ The tools of the trade
- ◆ How to get those elusive references

## **The Interview**

- ◆ The Three P's (preparation, planning, positioning)
- ◆ Maintaining control
- ◆ Getting the truth
- ◆ Listening and body language
- ◆ Red flags and biases
- ◆ Types and kinds of questions
- ◆ Keeping it legal (what you can and can't ask)
- ◆ Structured interviews
- ◆ Selling them on the job
- ◆ Decision-making

## **Retention**

- ◆ How to keep good employees motivated and on-board