

# **10 Ways to Use Marketing to Attract New Staff**

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**1 hour**

## **Description:**

Attracting new staff is a critical challenge for eye care practice owners in today's competitive job market. This presentation explores ten innovative marketing strategies to make your practice more appealing to potential employees. From building a strong workplace culture to crafting compelling job descriptions, attendees will gain insights into effective techniques for attracting top talent. This session provides practical tips and actionable steps to enhance recruitment efforts and ensure a successful onboarding experience, helping eye care practices build a motivated and engaged team.

## **Learning Objectives:**

1. Create a strong culture staff want to work with
2. Create a marketing plan to promote practice culture
3. Create desirable job descriptions and postings
4. Create insightful interview guides for each position
5. Create a hiring committee for each position

6. Create a system to understand and eliminate biases
7. Create a 90-day plan for each new hire
8. Create an employee referral program
9. Create "stay-interviews" and conduct them frequently
10. Create a schedule with frequent 1:1's

## **1. Create a Strong Culture Staff Want to Work With**

**(5 minutes)**

- Define Core Values:
  - Identify and articulate practice core values and mission.
  - Align daily operations and behaviours with these core values.
  - Communicate the values consistently across all levels of the organization.
- Foster a Positive Work Environment:
  - Implement policies that promote work-life balance.
  - Encourage open communication and feedback.
  - Recognize and reward employee contributions and achievements.
- Build a Sense of Community:
  - Organize team-building activities and social events.
  - Create opportunities for staff to connect outside of work.
  - Foster an inclusive and supportive workplace culture.
- Promote Professional Growth:

- Offer continuous learning and development opportunities.
- Support career advancement through mentorship and training programs.
- Provide resources for employees to achieve their professional goals.

## **2. Create a Marketing Plan to Promote Practice Culture**

**(5 minutes)**

- Develop a Brand Story:
  - Craft a compelling narrative that highlights practice culture and values.
  - Use employee testimonials and success stories to reinforce the brand story.
  - Share the brand story consistently across all marketing channels.
- Leverage Social Media:
  - Use social media platforms to showcase the workplace culture.
  - Post behind-the-scenes content, employee spotlights, and team events.
  - Engage with potential candidates through interactive content and Q&A sessions.
- Create Engaging Visual Content:
  - Develop videos and infographics that highlight the practice's culture and benefits.
  - Share visual content on the practice's website, social media, and job portals.

- Use high-quality images and graphics to create a professional and appealing brand image.
- Utilize Employee Advocacy:
  - Encourage current employees to share their positive experiences on social media.
  - Create a program to incentivize employees to refer potential candidates.
  - Provide guidelines and support for employees to become brand ambassadors.

### **3. Create Desirable Job Descriptions and Postings**

**(5 minutes)**

- Highlight Key Benefits:
  - Clearly outline the benefits and perks of working in the practice.
  - Emphasize unique aspects of the practice that differentiate it from competitors.
  - Use compelling language to attract potential candidates.
- Detail Job Responsibilities:
  - Provide a clear and concise description of job responsibilities and expectations.
  - Include specific examples of daily tasks and long-term projects.
  - Use bullet points to make the job description easy to read and understand.

- Specify Qualifications:
  - Clearly state the required qualifications and skills for the position.
  - Include preferred qualifications to attract highly qualified candidates.
  - Avoid overly restrictive requirements that may deter potential applicants.
- Promote Growth Opportunities:
  - Highlight opportunities for career advancement and professional development.
  - Mention any mentorship or training programs available to new hires.
  - Emphasize the practice's commitment to employee growth and success.

#### **4. Create Insightful Interview Guides for Each Position**

**(5 minutes)**

- Develop Standardized Questions:
  - Create a set of standardized questions for each position to ensure consistency.
  - Include questions that assess both technical skills and cultural fit.
  - Use open-ended questions to encourage detailed responses.
- Incorporate Behavioural Questions:
  - Include behavioural questions that assess how candidates handle specific situations.
  - Focus on past experiences to predict future behaviour and performance.

- Use the STAR method (Situation, Task, Action, Result) to structure questions.
- Assess Cultural Fit:
  - Develop questions that evaluate a candidate's alignment with the practice's values and culture.
  - Include scenarios that reflect the practice's work environment and team dynamics.
  - Ask about the candidate's preferred work style and team interactions.
- Provide Interview Training:
  - Train interviewers on how to use the interview guides effectively.
  - Ensure interviewers understand the importance of assessing both skills and cultural fit.
  - Provide resources and support to help interviewers conduct thorough and fair assessments.

## **5. Create a Hiring Committee for Each Position**

**(5 minutes)**

- Assemble Diverse Committees:
  - Include members from different areas of the practice.
  - Ensure the committee reflects the diversity of the practice.
  - Rotate committee members to provide varied perspectives and insights.

- Define Roles and Responsibilities:
  - Clearly outline the roles and responsibilities of each committee member.
  - Assign specific tasks, such as screening resumes, conducting interviews, and providing feedback.
  - Ensure all members understand the hiring process and criteria.
- Collaborate Effectively:
  - Schedule regular meetings to discuss candidates and share feedback.
  - Use collaborative tools to streamline communication and documentation.
  - Encourage open and respectful discussions to reach a consensus.
- Ensure Fair Evaluations:
  - Implement guidelines to ensure unbiased and fair evaluations.
  - Use standardized evaluation forms to assess candidates consistently.
  - Encourage committee members to provide constructive and objective feedback.

## **6. Create a System to Understand and Eliminate Biases**

**(5 minutes)**

- Educate on Unconscious Bias:
  - Provide training on unconscious bias and its impact on hiring decisions.
  - Raise awareness about common biases and how to recognize them.
  - Encourage ongoing education and discussions on diversity and inclusion.

- **Implement Blind Recruitment:**
  - Remove identifying information from resumes during the initial screening process.
  - Use standardized evaluation criteria to assess candidates objectively.
  - Ensure that all candidates are evaluated based on their skills and qualifications.
- **Monitor and Review Hiring Practices:**
  - Regularly review hiring practices and outcomes to identify and address biases.
  - Collect and analyze data on diversity and inclusion metrics.
  - Implement changes based on findings to improve fairness and inclusivity.

## **7. Create a 90-Day Plan for Each New Hire**

**(5 minutes)**

- **Onboarding Schedule:**
  - Develop a comprehensive onboarding schedule for new hires.
  - Include orientation sessions, training programs, and team introductions.
  - Ensure new hires have a clear understanding of their role and responsibilities.
- **Set Clear Goals:**
  - Establish specific, achievable goals for the first 90 days.



- Outline key performance indicators (KPIs) and milestones.
- Provide regular feedback and support to help new hires achieve their goals.
- **Mentorship Program:**
  - Pair new hires with experienced mentors for guidance and support.
  - Encourage mentors to share knowledge and help new hires acclimate.
  - Schedule regular check-ins between mentors and new hires.
- **Evaluate Progress:**
  - Conduct formal evaluations at the 30, 60, and 90-day marks.
  - Provide constructive feedback and address any challenges.
  - Adjust the plan as needed to ensure the new hire's success.

## **8. Create an Employee Referral Program**

**(5 minutes)**

- **Referral Incentives:**
  - Offer incentives for employees who refer successful candidates.
  - Communicate the referral program details and rewards clearly.
- **Simplify the Referral Process:**
  - Make it easy for employees to refer candidates through a streamlined process.
  - Use online forms or platforms to facilitate referrals.

- Ensure transparency and regular updates on referral status.
- Promote the Program:
  - Regularly promote the referral program through internal communications.
  - Highlight success stories and the benefits of employee referrals.
  - Encourage employees to participate and share the program with their networks.
- Track and Measure Success:
  - Monitor the success of the referral program through metrics such as the number of referrals and successful hires.
  - Collect feedback from employees on the program's effectiveness.
  - Make adjustments to improve the program based on data and feedback.

## **9. Create "Stay-Interviews" and Conduct Them Frequently**

**(5 minutes)**

- Purpose of Stay-Interviews:
  - Understand the reasons why employees stay with the practice.
  - Identify areas for improvement to enhance employee satisfaction and retention.
  - Use insights to address potential issues before they lead to turnover.
- Develop Questions:
  - Create a set of questions focused on job satisfaction, work environment, and career growth.

- Include questions about what employees enjoy and what challenges they face.
- Ensure questions are open-ended to encourage detailed responses.
- Schedule Regular Sessions:
  - Conduct stay-interviews regularly, such as annually or biannually.
  - Schedule sessions in a relaxed, non-threatening environment.
  - Ensure employees know the purpose is to gather feedback for positive change.
- Act on Feedback:
  - Analyze the feedback from stay-interviews to identify trends and common issues.
  - Implement changes based on the feedback to improve the workplace.
  - Communicate the actions taken in response to employee feedback.

## **10. Create a Schedule with Frequent 1:1s**

**(5 minutes)**

- Regular Check-Ins:
  - Schedule regular 1:1 meetings between managers and employees.
  - Ensure meetings are consistent, such as weekly or biweekly.
  - Use these sessions to discuss progress, challenges, and goals.
- Personalized Support:

- Tailor the 1:1 meetings to address individual employee needs and concerns.
- Provide personalized feedback and guidance.
- Discuss career development and growth opportunities.
- Open Communication:
  - Foster open and honest communication during 1:1 meetings.
  - Encourage employees to share their thoughts, ideas, and feedback.
  - Create a safe space for employees to voice concerns.
- Document and Follow-Up:
  - Document the key points and action items from each 1:1 meeting.
  - Follow up on the agreed-upon actions and provide support as needed.
  - Use the documented information to track progress and address ongoing issues.

## **Wrap-up and Q&A (10 mins)**

- Action Plan
- Recap
- Key Messages
- Where to get additional information

By implementing these comprehensive strategies, eye care practices can effectively attract and retain top talent, creating a motivated and engaged workforce that contributes to the practice's long-term success.