





Let's soar.

You have places to go, a company to run—a growing, vibrant, thriving organization ready to take on the future.

We have all kinds of tools to help you get there, from leadership & development programs and employment law advice* to healthcare solutions and competitive data insights.

Even better, our team of experts offers the kind of personal interaction that's only possible when people actually work in the regions they serve. They thrive on enabling you to build an exceptional workplace, whether you're getting a startup off the ground or keeping an enterprise flying high.

So you can go further than you ever imagined.



CATAPULT

BUSINESS RESOURCES / HR SERVICES / LEADERSHIP TRAINING

*Legal advice is provided to active Catapult member organizations under a pre-paid legal services plan. Participating plan attorneys are employees of Soule Law Firm, PLLC, and are not employees of Catapult. This Plan is registered with the NC State Bar. Registration does not constitute approval of the plan by the NC State Bar. For a description of included services under this Plan, please visit letscatapult.org/employment-law-advice.



Strengthening Your Talent Pipeline

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Where are the Workers?



Collaborative Recruiting



Improve hiring results, improve candidate experience

Enhance and emphasize company culture

Improve Employer branding, employer awareness

Attract more qualified candidates

Gain more referrals

Widen your candidate reach

Improve assessment of cultural and technical skills

Make better connections, improving offer acceptance rates

Shorten the hiring process

Creates a hiring process that is transparent, fair, and equitable

Reduces stress and employee burnout

Onboarding takes less time

Increases overall employee retention and engagement



Candidate Pools



- > Lower skills
 - > Different skill set
 - > Students
 - > Semi-retired/Seniors
 - > Flexible schedule
 - > Former employees
 - > Military
 - > People with disabilities
 - > People who are justice involved
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Remove Barriers to Employment



Tips & Tricks



- > Referral bonus
 - > Drive through job fair
 - > Signs, billboards
 - > Social media presence
 - > Sponsor events
 - > Free food
 - > Speaking opportunities
 - > Recruiting cards
 - > QRme
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Employer of Choice



Employee Value Proposition: What is rewarding about working for your organization?

Employment Brand: What makes your organization recognizable and how do others perceive it?

Total Rewards



Compensation

Benefits

Work-Life Effectiveness

Performance Management & Recognition

Development & Career Growth



Prevent Regrettable Turnover



- > Evaluate your onboarding and hiring practices.
 - > Conduct retention/stay conversations, especially with top talent.
 - > Honestly evaluate your total rewards offerings.
 - > Train managers on how to have honest conversations.
 - > Address poor performers.
 - > Find out why employees are leaving and address it.
 - > Find out what is more attractive from their new employer.
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Discussion



- > What are your biggest recruiting challenges?
- > What are you doing that is working?
- > Open discussion



Get Ongoing Support with Membership



ENGAGE

- 24/7 HR advice
- Legal Advice
- Unlimited legal advice
- Mobile app
- HR compliance audit
- Employee handbook



CONNECT

- Thinking Differently webinars
- Weekly Answers@8
- Peer to peer networking events
- Monthly and quarterly roundtables



COMPETE

- NC Wage & Salary Survey
- National Executive, Sales, IT & Engineering Comp data
- NC Policies & Benefits
- Healthcare Benefits & Costs
- National Business Trends

The annual flat fee is \$2400 or \$1200. Membership includes the above plus special member discounts on most services.



Be social.

 **Catapult**



[linkedin.com/company/letscatapult](https://www.linkedin.com/company/letscatapult)