

## Adopt

an adapt-and-overcome attitude. Treat every public interaction as public relations and a recruitment opportunity.



## Assess

your current method of delivery, the staff you have on hand, your target market, and the need for new hires.



## Prepare

logistically, operationally, and culturally for new recruits. Set realistic objectives and standards to gauge success. Prioritize quality over quantity.



## Identify

areas where change is possible. Follow your strengths. Delegate the remainder.



# RECRUITMENT & RETENTION

# ACTION PLAN

## MORE ACTIONS



### Train

current staff to recruit and retain.  
Build a bigger, better team by  
working together.



### Create

create media and messages that  
implore the audience to  
participate.  
There should always be a call to  
action and a sense of urgency.



### Demonstrate

that new members are needed  
and desired. Decisions are based  
on data, but people also  
contribute from the heart.

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## Implement

sustainable, scalable, and manageable innovative solutions.



## Measure

your progress. Modify your program and efforts to the changing needs and circumstances



## Follow-up

and follow through. Get their attention as soon as possible. From hiring to retirement, keep prospects and staff engaged.