RECRUITMENT & RETENTION

ACTION PLAN

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**

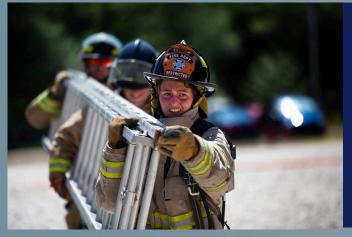
ACTION PLAN

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.

RECRUITMENT & **RETENTION**

ACTION PLAN

MORE ACTIONS



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.