# **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.





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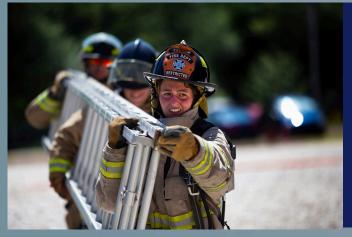
# **ACTION PLAN**

#### **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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#### **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.