



**Southeastern
Massachusetts**
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HR Essentials Part 1

Hiring Basics



Today's Webinar Housekeeping Notes

- You are all muted
- Questions can be typed into the “chat” feature
- We will answer as many questions as possible throughout the session and after the presentation
- All registrants will receive an email with instructions how to access the recording of this webinar, and the link to connect with a mentor
- Use your Chat function to ask for a mentor



— “ —
dedicated to our mission of fostering
vibrant small business communities
through mentoring and education
— ” —

EST. 1964



Washington, D.C.



> 10,000 volunteers nation wide



Exist through a collaborative agreement
with the SBA



> 250 regional chapters



4,335,760 mentoring sessions



9,800 workshops/webinars in FY2020



Why Have a SCORE Mentor?

- We can help you start a business or work with you to grow your existing business!
- We are here for the life of your business
- We are conducting safe sessions through ZOOM or phone
- Sessions are one hour with appropriate assignments and as many follow on meetings as requested (at no cost to you!)
- We have the experience!

Our Presenters

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*President
Southcoast HR Council*

Tracy Burns

*CEO
Northeast HR Association*



**Southeast
Massachusetts**



HR Essentials For Small Business

Session 1 – Hiring Basics

Objectives



Foundational components of employment brand and why it's important



How to construct a basic workforce plan



How and where to source candidates



Do's and don'ts of interviewing



On boarding best practices

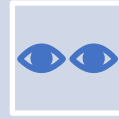
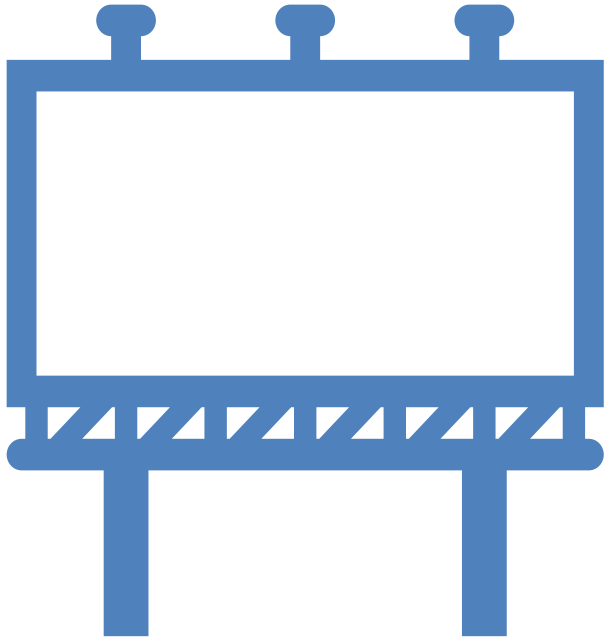


THE EMPLOYER BRAND

What is it and why is it important?

(What is an employer brand, and how can we develop an employment branding strategy?, n.d.)

What is your brand?



Vision



Mission



Values



Culture

What is working for you/ what is not?



Internal research



External research



Metrics

How to promote your brand?



Value proposition



Marketing strategy



Overall support

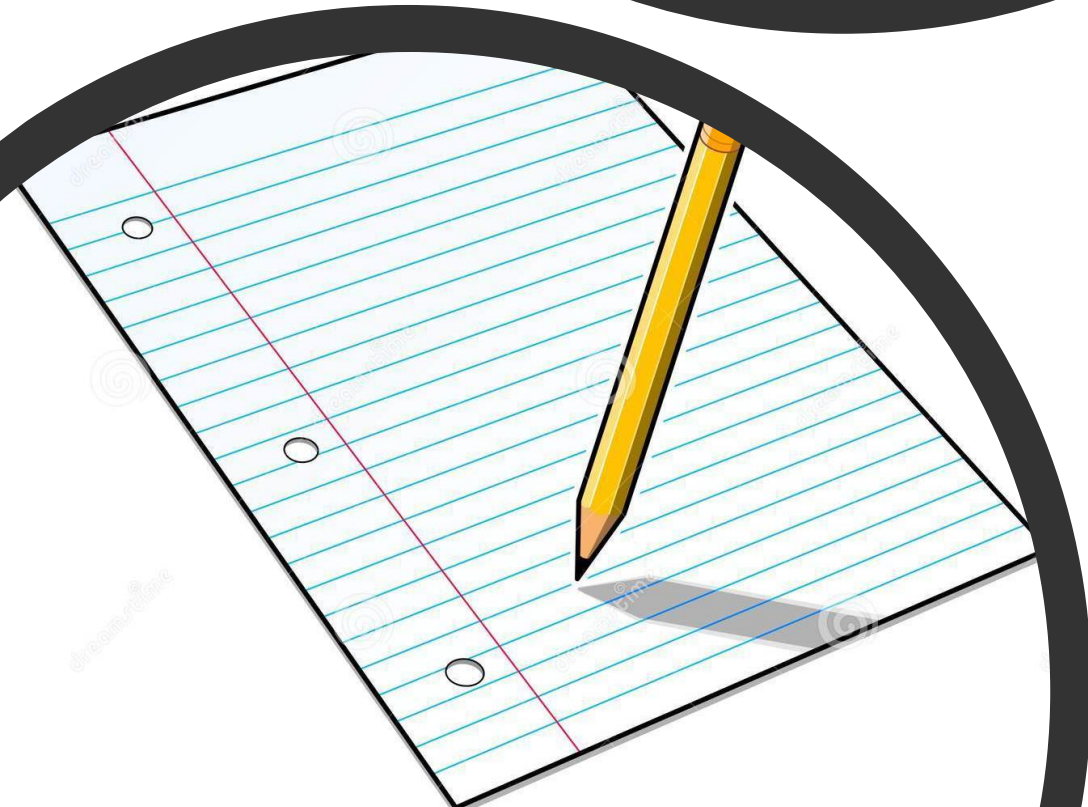


**BACK IN
5
MINUTES**

**WHAT #1 CHARACTERISTIC DEFINES
YOUR COMPANY?**

WHAT DOES YOUR COMPANY VALUE?

WHY WORK FOR YOUR COMPANY?



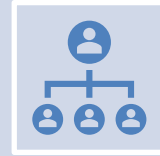


WORKFORCE PLANNING

What is it and why is it important?

How to create a basic workforce plan:

Step 1: Review/set objectives



Involve stakeholders



Be specific



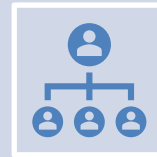
Map it out

How to create a basic workforce plan:

Step 2: Identify needs/gaps



Keep it simple



Involve stakeholders



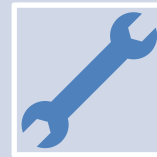
Compare to objectives

How to create a basic workforce plan:

Step 3: Analyze current status



Number of employees



Skills



Demographics

How to create a basic
workforce plan:

Step 4: Create a plan



Recruiting



Training



Outsourcing

CANDIDATE SOURCING



(What You Need to Know About ... Sourcing Job
Candidates, n.d.)

How to source candidates?



JOB DESCRIPTIONS



MUST HAVE'S VS.
NICE TO HAVE'S



CLEAR AND
CONSISTENT PROCESS



BUILD A PIPELINE

Where to source candidates?



INTERNAL
CANDIDATES



EMPLOYEE
REFERRALS



COMMUNITY
OUTREACH



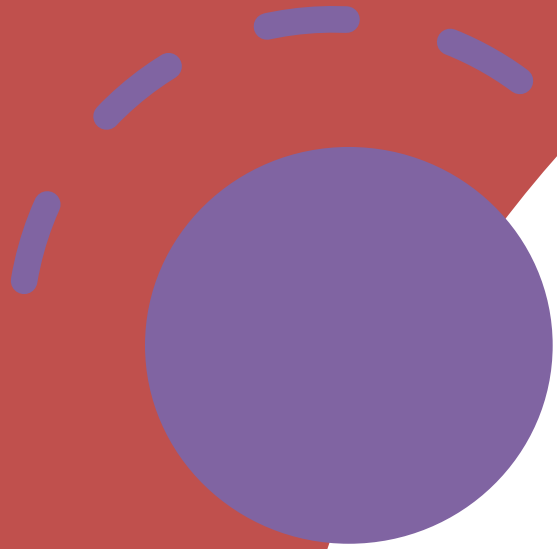
SOCIAL MEDIA



NICHE JOB
BOARDS



JOB &
COLLEGE FAIRS



INTERVIEWING

Do's and don'ts as an employer.

Employer do's and don'ts

- Be prepared
 - Ask open ended questions
 - Pay attention
 - Be positive
- Don't wait until the interview to look at a resume
 - Don't ask prohibited questions
 - Don't get distracted by your phone or other
 - Don't speak poorly or be intimidating

Video interviews!

- Test your technology before
- Set the scene
- Have an agenda
- Be mindful
- Showcase the company





ONBOARDING

Best practices

(Maurer, New Employee Onboarding Guide, n.d.)

Onboarding best practices:



Begins immediately



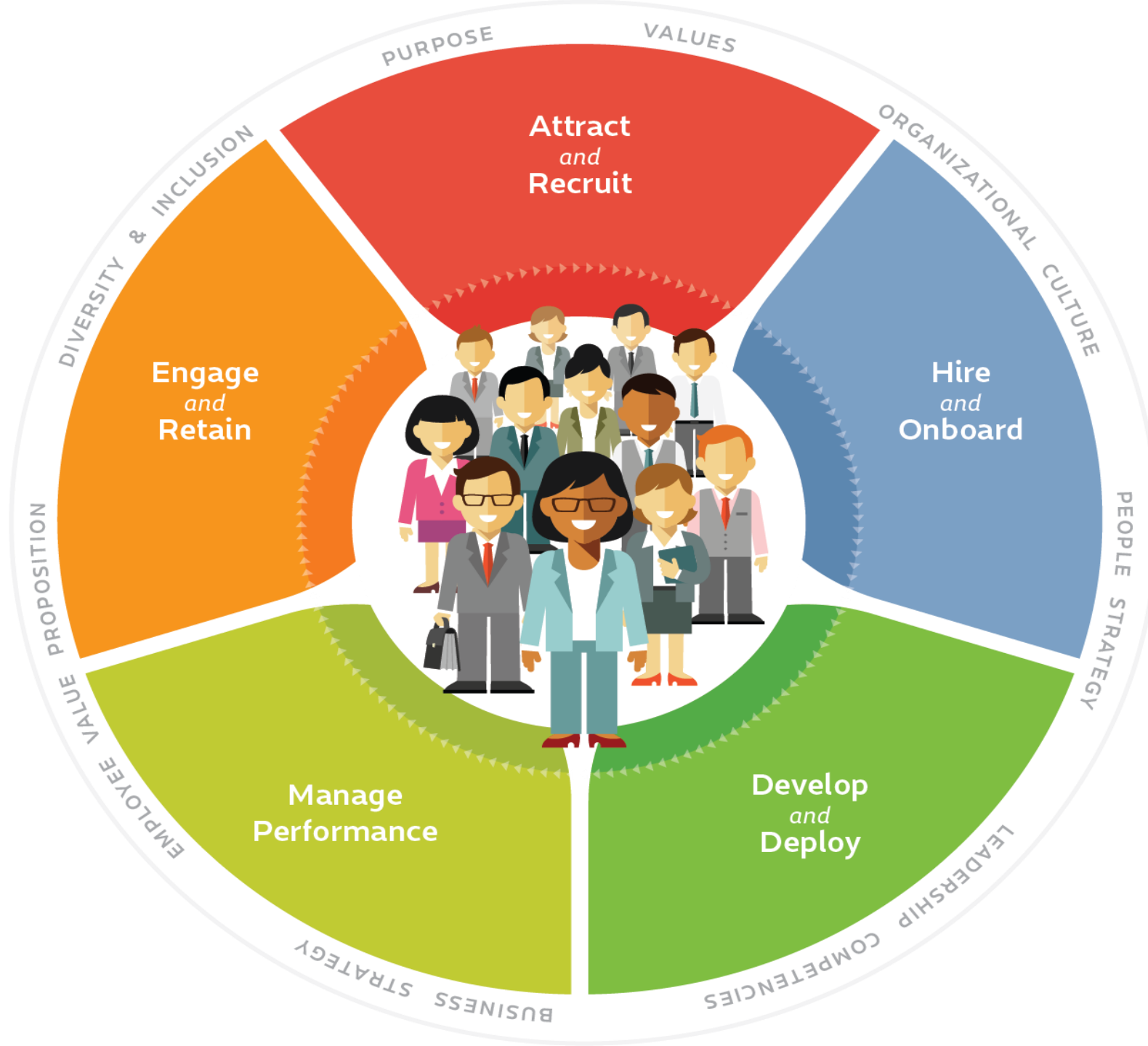
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30-60-90-day plan



Buddy/mentoring program



Questions?

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