

**J** *Jeff Dewing*

# THE WAY YOU MAKE ME FEEL

RECRUITMENT AND RETENTION ON STEROIDS



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Wait until Jeff invites you to complete this booklet during the workshop.

# NOTES

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# SECTION 1: BRAND

Actions	What are you going to improve?
<p>Considering your business purpose and brand, who do you do it for?</p> <p><b>Strategic Statement</b></p> <p>Write your business Strategy statement in less than 40 words</p> <p>Now complete stage 2 of this exercise, as directed by Jeff</p> <p>Now complete the final stage, as directed by Jeff</p>	



# SECTION 2: RECOGNITION

Actions	What are you going to improve?
<p>What does your business do today to recognise your people?</p> <p>List as many tangible items as you can think of:</p>	

# NOTES

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# SECTION 3: INTERVIEWS

Actions	What are you going to improve?
<p>How many interviews would you guess your business have conducted over the last 12 months?</p> <p>What do you estimate the cost to be?</p> <p>How many successful candidates did you have?</p> <p>How many successful candidates remain after 1 year?</p> <p>What is the cost to replace churned employees?</p> <p>What is the negative business impact on the business (besides cost) when replacing employees?</p> <p>Do you know the cost of recruitment and retention?</p>	





# SECTION 4: ON BOARDING

Actions	What are you going to improve?
<p>List all the tangible items that your business does when onboarding a new starter, from the day you offer them the job:</p>          <p>Explain here how and when your business ceases the onboarding process:</p>	





# NOTES

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# WHAT 3 THINGS ARE YOU GOING TO DO NOW?

Actions	What are you going to improve?
1.	Deadline for completion:
2.	Deadline for completion:
3.	Deadline for completion:



# J *Jeff Dewing*

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THE PODCAST  
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DOING THE OPPOSITE  
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