



Tips & Tricks for Recruiting Talent

Talent recruitment and retention is a critical issue for many businesses. Here is a quick summary of some of the ideas for attracting and retaining workers.

- **Friends and Family Referral Programs:** Your current workforce may be your best source! Some companies provide incentives for successful referrals from current employees to help recruit their friends or family to join the team. Keep in mind policies to help avoid any human resource issues.
- **Seek Out Overlooked Populations:** Do you consider applicants for work that have a criminal record, a disability or are retirees? There are services available to help companies vet out these types of applicants that are willing and able to work.
- **Show Off Your Company:** Some people may have misconceptions about your work environment. Consider using videos to show what the actual work space looks like, sounds like, and show employees at the job.
- **Use All Forms of Social Media:** Facebook, LinkedIn, or your company website are all great places to list job openings. Traditional newspaper industry publications still work for some companies.
- **Consider a higher entry wage:** Many companies shared that they are increasing hourly wages to stay competitive for available workers. Research the market rate wages and consider what you are currently offering and the last time they were increased.
- **Get Involved in the Community:** Today's employees take pride in the companies they work for especially when they are involved in the community whether it be financial investments or service projects. Talking about your activities or investments is a great way to attract new workers.
- **Engage Employees in the Business:** Company loyalty is key to employee retention. Are there ways you can make employees more involved in decision making at your business or provide feedback that will be considered by management?
- **Sell Muskegon:** Being five minutes from the office to the beach or fishing boat is a huge selling point! Your Chamber can assist with relocation assistance, provide information about entertainment, recreation and more! Contact the Chamber for more information at 231-722-3751 or at muskegon.org