

Hot, low pay, long hours: *really?*

Attracting your workforce
through effective
employer branding

Webinar Worksheets



Reflection: Your current talent practices

Think about your methods for attracting workers, recruiting new hires, onboarding, and ongoing employee engagement.

What's going well?

What needs work?

What are your priorities?

Your employee value proposition: a basic starting point

Overall, what are the 3-4 main reasons you think the right people should choose to join your business?

How would you describe what it's like to work in your business?

What are the things you need candidates to know before they join?

What do people *need* in order to thrive and love life at your business?

Final thought on the four questions above:

Do you think your current people would say the same?

Persona exercise



Alex Smith

Role:

Life stage

Example: School-leaver, working parent, semi-retired

Personality

Example: Hardworking, adaptable

Experience

Example: Farming experience, casual retail job

Goals

Example: Fulfil work experience requirement, experience rural life

Understanding Alex's relationship with your business:

Prompts: Are they familiar with your business? Do they have pre-conceived ideas? How might they hear about you?

What are the challenges you'll face when recruiting Alex?

Prompts: Can they easily find out about opportunities with your business? Will joining your business involves risks, such as relocating / leaving family?

What are the drivers for Alex to join your business?

Prompts: How could their goals align with your employee offering?

Brainstorming: DIY Storytelling

Where could I share content? Where is my audience likely to be?

Website? Facebook? Instagram? Tiktok?

What content would speak to my audience (and align with my employee value proposition)?

A day in the life of a fruit picker? 5 things about working on a farm that might surprise you? Why I chose to take a gap year in regional Queensland?

What kind of content could I create?

Video? Written stories? Social media posts?

Who could I enlist to help me with this?

Is this a DIY project? Do any of my employees already have an interest in creating content? Would they be a good employee advocate?

What are the stories I could tell?

Priority matrix

For each role you are planning to recruit, use the below matrix and rate the role against each row as low, medium or high. When you have completed the matrix, add up your values to assess the overall priority score for this role.

- **Strategic impact:** What would be the impact to your business if you weren't able to recruit enough capable people in time?
- **Number of vacancies:** What is the volume of recruitment you typically do for this role?
- **Skill level:** How skilled is the role? Does it take a long time or a lot of investment to develop people to the required level?
- **Scarcity in market:** How difficult is it to attract people to apply for this role?

	Low		Medium						High	
	1	2	3	4	5	6	7	8	9	10
Strategic impact										
Number of vacancies										
Skill level										
Scarcity in market										

Total: _____

Scoring:

4 - 19: Low priority, defer action

20 - 34: Medium priority, plan now

35 - 40: High priority, act now and invest for the future

Shopfront checklist:

When you're selling something in a physical store, you'll have a 'shopfront' that influences consumers' decisions: location, signage, presentation, stock, and so on.

When you're selling yourself as a workplace, you also have a 'shopfront.' These are things like: how easy is it to find job opportunities with you? How easy is the application process? What are your current and past workers saying about you online?

It's important to assess your 'shopfront' from the point of view of a potential hire. Use the below checklist to ensure you're putting your best foot forward. If you see any red flags, make a plan to address them as soon as possible.

- Search keywords** relevant to roles or careers in your industry and location. Does your farm appear in the list? If not, consider how you might rank higher in the search engine. Are you using the most common words? Is your website up to date and accurate?
- Check your website.** Are you providing information about current opportunities? Are you showcasing the experience, perhaps from current employees? What about extra info a job seeker may need - links to
- Review your social media channels.** What do they say about working with you? Are you showcasing the benefits of working with you, while staying realistic about the experience?
- Google your business name.** What are others saying about your business? Are there online reviews?
- Is it easy to apply?** Try it yourself! What are the steps people need to take in order to send an application? Are you gathering all the information you need - or is it maybe too much?
- If you have a website, does it have a careers section?** The best careers pages allow candidates to find out what it's like working there, meet some of the team, and apply, all in one place.
- What do your job ads look like?** Are they authentic to your workplace experience? Do they stand out from the crowd? This can often be the first thing a potential worker sees, so think about the first impression you want to make.