



CHAMPION YOUR PURPOSE

**Giving CPR To Your
Recruiting & Hiring Strategies**

With George Rogers



About:

- Chief Culture Officer, Lighthouse Research & Advisory, and Culture of Good
- Author of Champion Your Purpose
- Co-Host of HR Summer School
- Host of HR Tech Talks and Champion Your Culture Podcast
- Husband of 18yrs and Dad To Dexter 9yrs old.
- Love Music (Play Drums and Piano)
- Fun Fact I have over ____pairs of shoes!



**Does your why
equal your what?**



LEADERSHIP



LEADERSHIP

**...IS THE EXAMPLE OF LOVE,
GRACE, AND TRUST.**

**How would you define
workplace culture in one word?**



**CULTURE IS HOW MOST PEOPLE FEEL,
BELIEVE, AND BEHAVE MOST OF THE TIME.**

GEORGE ROGERS

See our TOP findings for what works in hiring today

The free research infographic includes:

- 4 top priorities for candidates
- How pay transparency factors into the equation
- Why candidates ghost
- The most frustrating aspects of today's hiring processes
- and more!

**See our top findings
for winning in talent
acquisition today**





Culture. Performance. Retention.

Age Bracket	Priority #1	Priority #2
18-24	Work/life balance	Relationships (TIE)
25-34	Work/life balance	Compensation
35-44	Work/life balance	Career growth
45-54	Compensation	Relationships
54+	Compensation	Benefits package

What matters most to you in your job?

Q19: Guess which one candidates preferred 85% of the time?

WE ARE
HIRING

COME JOIN OUR TEAM

TEAM LEADER

QUALIFICATIONS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WE ARE
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TEAM LEADER

\$80,000 - 100,000 per year

QUALIFICATIONS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Q20: Guess which one candidates preferred
65% of the time?

**WE ARE
HIRING**

COME JOIN OUR TEAM

TEAM LEADER

We help millions of people around the world by preserving food in a safe, healthy manner.

**WE ARE
HIRING**

COME JOIN OUR TEAM

TEAM LEADER

We are a market leader in food refrigeration technology worldwide.

High-Belonging Workers are:

- 01 8x more likely to be happy in their current position with no plans to quit.
- 02 4x more likely to say their company culture helps them to be productive and satisfied in their work.
- 03 9x more likely to say their work is appreciated on a regular basis.

New Hires Desires

80% stated they would like the hiring manager to explain during the hiring process how they evaluate performance on the job

DIVERSE WORKERS ARE:

2X MORE LIKELY
to say they feel
their workplace
culture is a
dysfunctional
mess.


4X MORE LIKELY
to say they don't
understand job
responsibilities
and performance
expectations.

2X LESS LIKELY
to receive
recognition and
appreciation for
their work.


Performance

Only 62% of employees said they fully understand their job responsibilities and performance expectations



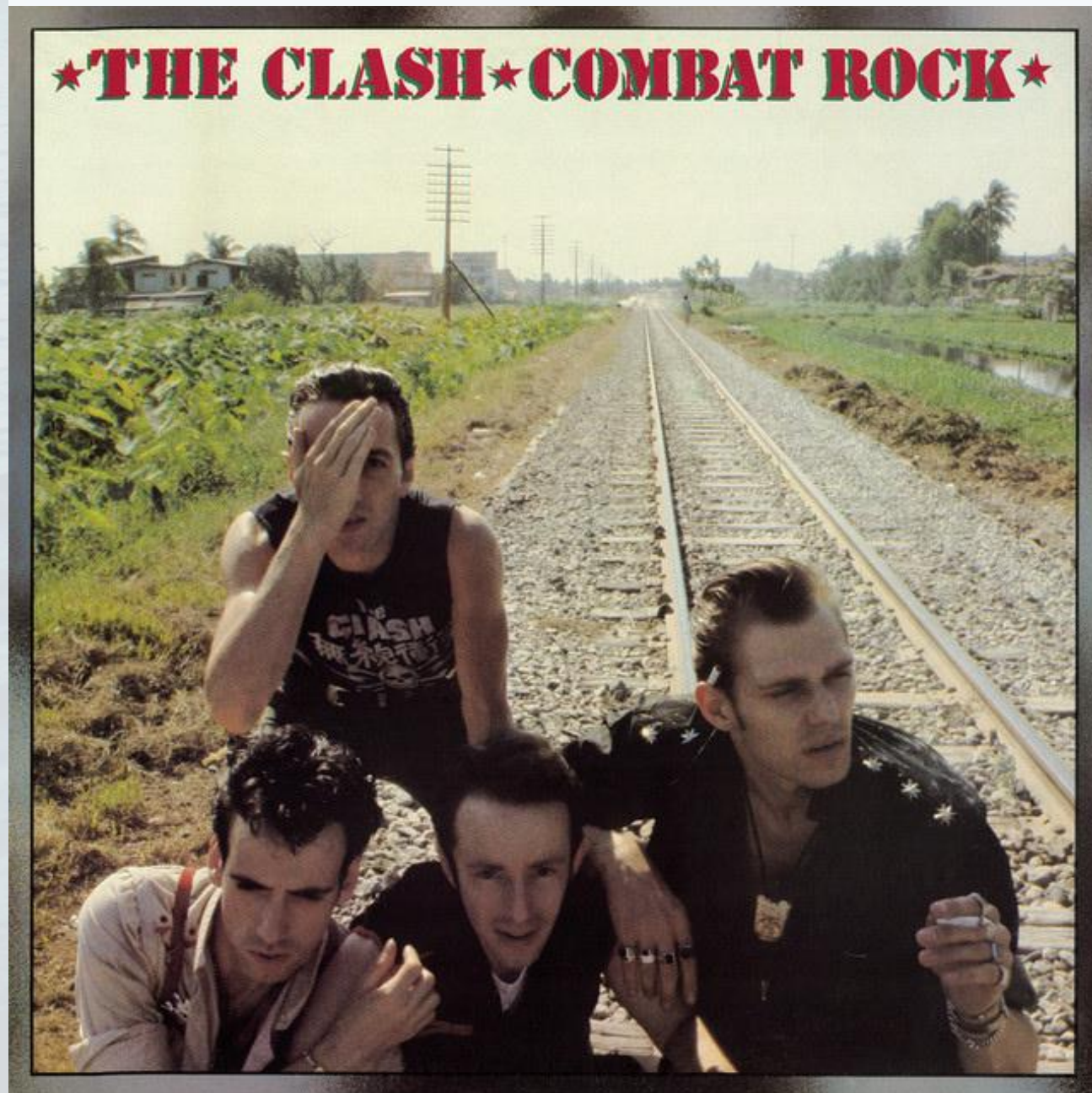


73% of employees
indicated an interest in
learning about new roles
inside their organization



But 2 out of 3
employees

Have quit a job because of
a lack of growth.





37% of employees clearly know their company's purpose

27% of employees believe in their company's values

23% believe they can apply those values to their everyday work

15% feel like they have been empowered to work toward their company's purpose

20% employees fully trust the company they work for

If you were coaching a soccer team...

4 players know which way they're going toward

3 of them care

2 know which position they are supposed to be playing

2 believe their efforts on the field will make a difference

8 would just as likely be rooting for the other team!



***Steven
Covey**

CPR STRATEGIES

- MORE THAN SHARING YOUR WORKPLACE CULTURE, SHOW THEM.
- BE TRANSPARENT ABOUT THEIR PERFORMANCE.
- IF YOU WANT TO HAVE HIGH RETENTION, LEAD THEM.

Thank You. Let's Connect!

