

How to Become an Employer of Choice

Becoming an employer of choice, where highly qualified behavioral and community healthcare candidates are striving to work at your organization, and your best staff members want to stay with you isn't easy—especially during a national healthcare staff shortage.



1

ATTRACT QUALITY APPLICANTS

Create attention-grabbing job ads that speak directly to what behavioral and community health job seekers really want, and include unique benefits or perks that give you an edge over your competitors.

Top ways to attract attention to your organization:



47%
SOCIAL
MEDIA

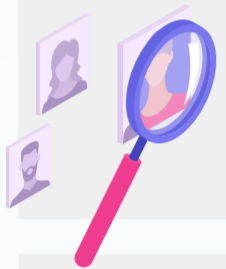
21%
YOUR CAREERS
WEBPAGE

12%
MARKETING &
ADVERTISING¹

2

INTERVIEW FOR SUCCESS

Take time to conduct a thorough interview to avoid potential for future turnover. Use behavioral interviewing, i.e., “Tell me a time when...” and follow best practices when asking questions to avoid claims of discrimination or bias in hiring.



3

THE FIRST 90 DAYS

of a new employee's time with an organization is critical for retaining that employee.³

MAKE A GOOD FIRST IMPRESSION

Send a “what to expect on your first day” email and improve your onboarding experience: include automated compliance training and develop individualized competency-based development plans to prepare new employees for success.

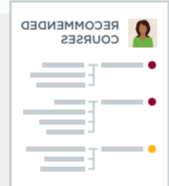


48% OF EMPLOYEES:

No. 1 frustration when looking for a job is being left in the dark by employers about where they stand as a candidate.²



ASSIGN COURSES



DEVELOP PLAN



IDENTIFY GAPS



ASSIGN ASSESSMENT



PREPARE STAFF FOR SUCCESS AFTER ONBOARDING, TOO

Assign competency assessments during onboarding and use the results to create a training plan.

4

GIVE YOUR STAFF A REASON TO STAY

Provide opportunities for ongoing career development, and use competency assessments to create a pipeline of future leaders at your organization.



#1 REASON WHY EMPLOYEES QUIT
LACK OF CAREER DEVELOPMENT⁴



Congratulations on your journey toward becoming an employer of choice!

Download the e-book, [How to Become an Employer of Choice When You're Short on Staff and High on Turnover](#), for an in-depth walk-through of the four steps above—complete with templates, checklists and worksheets to help you improve the way you attract, hire, onboard and retain top talent.

LEARN MORE

References

¹Jobvite Recruiter Nation Survey, 2018

<https://www.jobvite.com/jobvite-news-and-reports/2018-recruiter-nation-report-tipping-point-and-the-next-chapter-in-recruiting/>

²CareerBuilder State of Recruitment and Onboarding Report, 2018

<https://resources.careerbuilder.com/guides/state-of-recruiting-and-onboarding-report-2018>

³Kammeyer-Mueller, Wanberg, Rubenstein and Song, 2013

<https://experts.umn.edu/en/publications/support-undermining-and-newcomer-socialization-fitting-in-during->

⁴Work Institute Retention Report, 2019

<https://info.workinstitute.com/hubfs/2019%20Retention%20Report/Work%20Institute%202019%20Retention%20Report%20final-1.pdf>