



BUSINESS OWNERS

**HOW DO I
FIND AND
RETAIN THE BEST
STAFF?**

BLUMILK.COM



You may be experiencing some of these challenges:

PHILOSOPHICAL PROBLEMS

"I wish people wanted to work for us."

"Why do people choose to work for our competitors?"

"Why do our employees leave us to join our competitors?"

INTERNAL PROBLEMS

Employees don't hit targets and perform to levels expected.

Employees are not motivated and company culture isn't great.

Employee turn over and recruitment costs are high.

EXTERNAL PROBLEMS

We have a lack of inbound CV's.

It's a struggle to find talented people to join the team.

Lack of positive perception as the best place to work in the industry.



We can help you with the following simple steps, which take you through our process, ensuring you the best possible chance of finding and retaining the best staff.

1. DISCOVERY SESSION

An initial discovery meeting with you and your team to get to know you as a business and understand the challenges you're faced with.

2. INTERNAL AND EXTERNAL WORKSHOPS

A series of facilitated workshops with internal departments and external potential employees to build up a big picture of your business.

3. FINDINGS AND SUGGESTIONS PRESENTATION

We'll use our findings and come back to you with a plan to outline the best approach for you.

4. STRATEGIC PLAN AND STRATEGY CREATION

Once we have outlined our initial findings, we'll turn this into a road map, strategy and communications plan to implement within your organisation.

5. DEVELOP YOUR EMPLOYER BRAND

We will work with you to develop your unique Employer Value Proposition, based on the plan, that sets you apart from the rest. What do you look like, how do you act, what is the thing that makes you different and the best place to work?

6. CREATE COLLATERAL

We will create any collateral required as part of the plan, this can be anything from social media advertising, internal signage, online resources and printed literature.

7. LAUNCH AND REVIEW

This is the final phase where we help you launch your new Employer Brand to the world. To your internal staff and to your potential employees, constantly analysing and reviewing the success of the developed solution.



**IF YOU REQUIRE
ADVICE OR GUIDANCE
WE CAN HELP.**

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