


Innovative and Agile Strategies
to Recruit and Retain Talent



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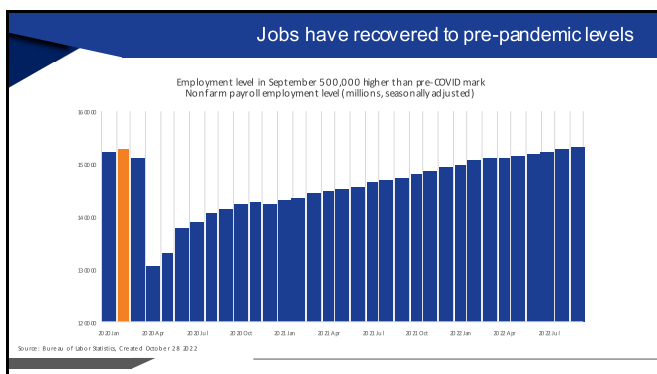

AGENDA

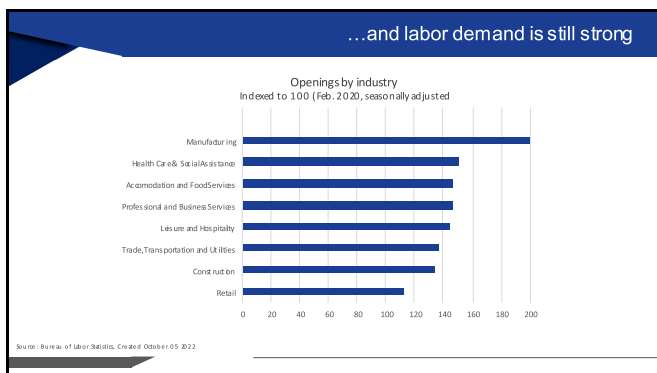
- Market Review & Economic Outlook
- Recommended Strategies
- Q&A

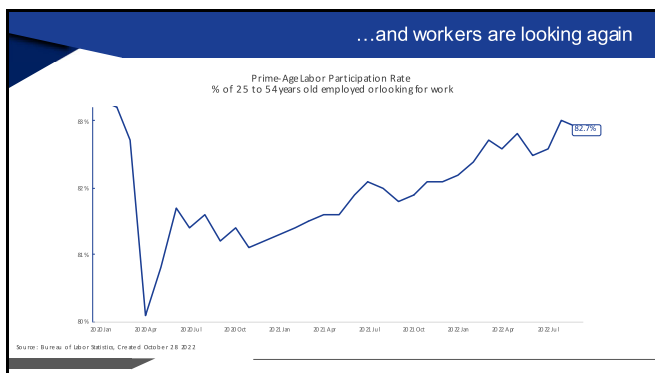
What kind of game are you playing...?

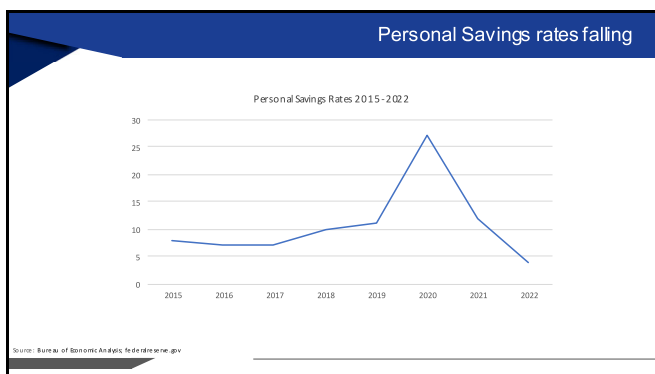



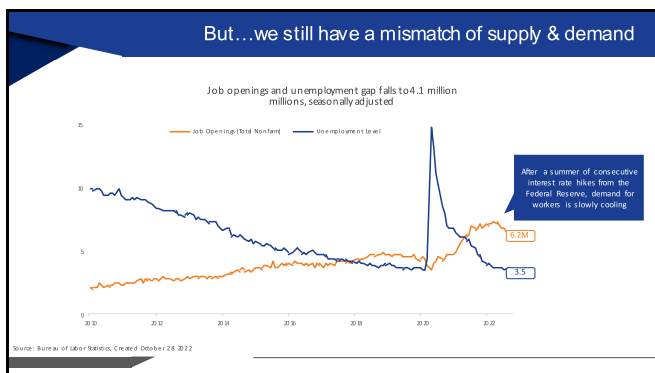
MARKET REVIEW & ECONOMIC OUTLOOK

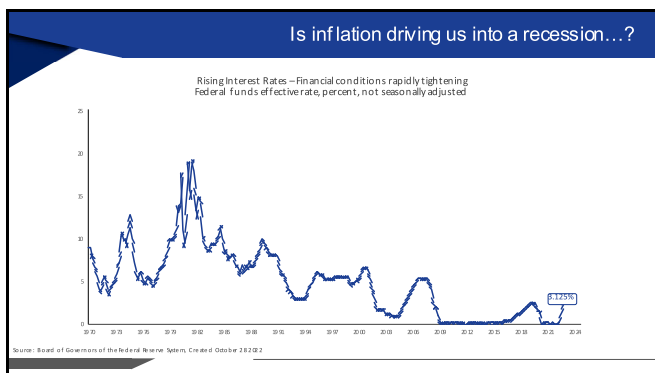




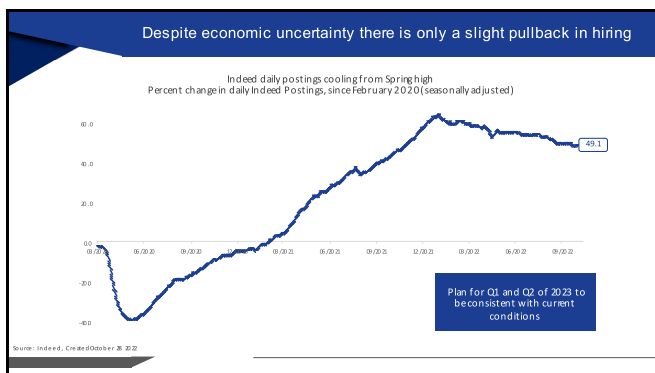




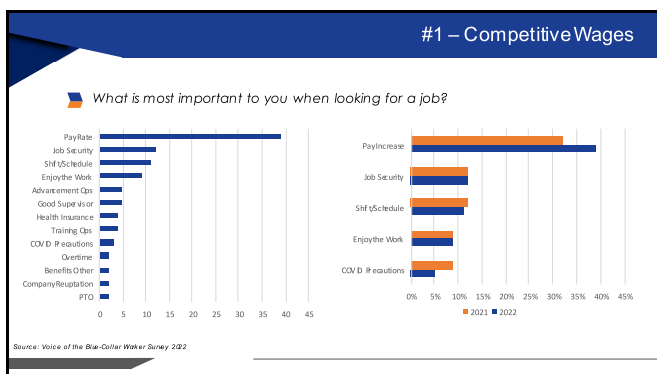


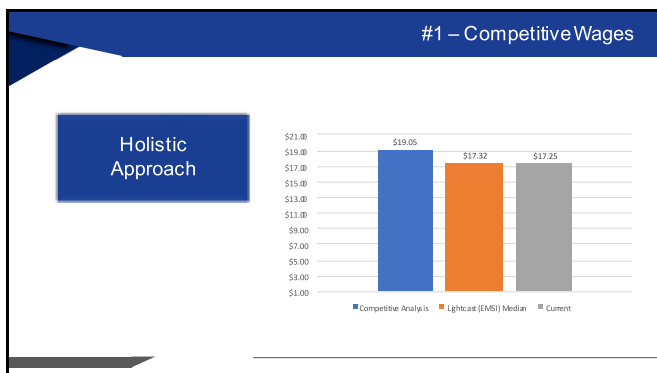


- ### Is inflation driving us into a recession...?
- Headline inflation is coming down, but core inflation is elevated
 - Shifting (rebalancing) from goods to services
 - GDP is slowing but still growing...for now
 - The FED expects unemployment to rise but remain < 5%
- Source: Bureau of Labor Statistics, Bureau of Economic Analysis, US Federal Open Market Committee










#1 – Competitive Wages

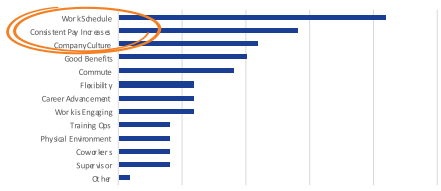
Holistic Approach

Opportunity Costs



#2 – Take work/life balance seriously

Thinking about the places you have worked, what are the top three reasons you worked there?



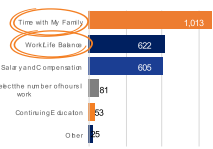
Reason	Percentage
Work Schedule	~21%
Consistent Pay Increases	~16%
Company Culture	~14%
Good Benefits	~11%
Commute	~10%
Flexibility	~8%
Career Advancement	~7%
Work Environment	~6%
Training/Op	~5%
Physical Environment	~4%
Coworkers	~3%
Supervisor	~2%
Other	~1%

Source: Voice of the Blue-Collar Worker Survey 2022

#2 – Take work/life balance seriously

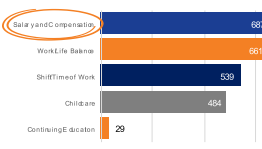
MAU Flexible Workforce Survey

What is most valuable to you when it comes to work?



Category	Count
Time with My Family	1013
Work/Life Balance	622
Salary and Compensation	605
Ability to select the number of hours I work	81
Continuing Education	53
Other	15

What is the biggest consideration when it comes to your work schedule?

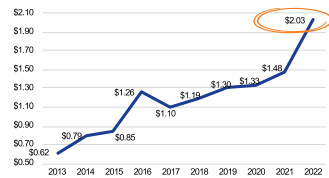


Category	Count
Salary and Compensation	687
Work/Life Balance	661
Shift/Time of Work	539
Children	484
Continuing Education	29

Source: MAU Flexible Workforce Survey 2022

#2 – Take work/life balance seriously

What is the amount of shift differential for you to take a shift other than fist and STAY on that shift?



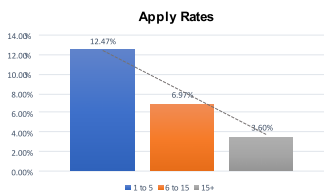
Limit mandatory overtime

Part-time models

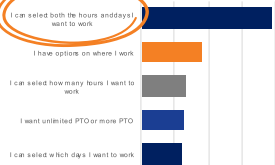
Source: Voice of the Blue-Collar Worker Survey 2022

#3 – Streamline Hiring Processes

+64%
Speed to hire rate compared to pre-COVID



#4 – Provide flexible options



What does flexible work mean to you?

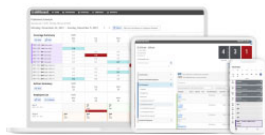
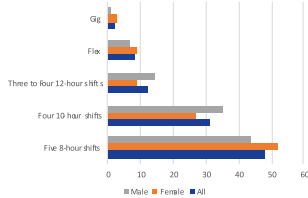
"You don't have a hiring problem – we have a turnover problem"

- Sr. Leader with a global manufacturer

Source: MAU Flexible Workforce Survey 2022

#4 – Provide flexible options

Which shift and shift structure do you prefer?



Source: MAU Flexible Workforce Survey 2022

#5 – Highlight Benefits

"If you have free coffee, talk about it!"

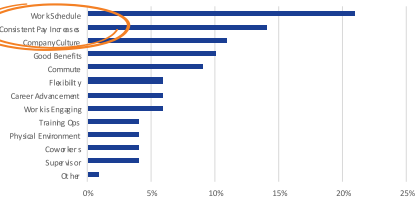


- Job ads mentioning one or more benefits have 22% higher application rates
- Mentioning 3 benefits is the "sweet spot"
- Don't overdo it – Job ads with 200-400 words perform best

Source: Applicant 2022

#6 – Build a great culture & reputation

Thinking about the places you have worked, what are the top three reasons you worked there?



Source: Voice of the Blue-Collar Worker Survey 2022

#6 – Build a great culture & reputation

Standard approaches to get more candidates:

- ☑ Shorten the apply process
- ☑ Use programmatic tech
- ☑ Improve job and content to meet candidate expectations and preferences
- ☑ Set realistic budgets
- ☑ Benchmark performance to talent competitors and industry standards

**What else can you do?
Improve your Employer Brand**

51% of job seekers exclude companies whose ethics don't align with their own from their job search

Source: Applicant 2022

Q&A

MAU
WORKFORCE SOLUTIONS SM
