




Hire and Retain the Best Employees


An HR Guide for
Entrepreneurs

May 2019





**Are you attracting
the right
employees?**



Agenda



- ① **Recruit your employees**
- ② **Retain your employees**
- ③ **Build strong HR policies**



01.

**Recruit your
employees**





1 Recruit your employees

- Ensure employees fit into your business plan
- Create effective job postings
- Market your business to potential employees
- Find the best recruits
- Conduct a successful interview
- Create the right onboarding experience



Ensure employees fit into your business plan

1. Define your core values
2. Identify your business goals
3. List the core competencies you want
4. Write your employee value proposition



Create effective job postings

1. Give the job a specific title
2. Describe the main responsibilities
3. List important qualifications
4. State how to apply and give a deadline

Market your business
to potential employees





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Tips to market your business

- ① Tell candidates why they would want to work for the company
- ② Personalize your pitch
- ③ Reward referrals
- ④ Market beyond your compensation package



Find the best recruits

Social media / online job platforms

Reach out to job centres, associations, schools

Hire a recruiter

Select top talent





4 Tips to find top talent

- ① Use a consistent process
- ② Ask to see their work
- ③ Do your due diligence
- ④ Submit an offer of employment



Attract a more diverse work force

Conduct a successful interview





02.

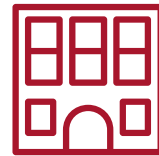
**Retain your
employee**



Canadian entrepreneurs are feeling the heat

40%

**Say it's difficult to
find new employees**





4

Tips to motivate your employees

- ① Make employees decision makers in their areas of expertise
- ② Support and coach employees
- ③ Communicate often and effectively
- ④ Make recognition a routine



Offer a competitive salary

- Look at salaries as an investment
- Be flexible and open to negotiations
- Do your research
- Same position, different location, different salary



Retain employees on a budget

Listen to employees to learn what benefits they value



Change your workplace culture

promote work-life balance

Offer profit-sharing or stock options for to key employees



03.

**Build strong
HR policies**





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Build strong HR policies

- ① Build the three pillars of your HR policy
- ② Use progressive discipline effectively
- ③ Implement an anti-harassment policy



Build the three pillars of your HR policy

**Your employee manual:
a communications tool**

**An organizational chart:
mapping positions**

**Job descriptions:
Defining and organizing work**



Firms
with strong
HR policies
are

66%

more likely to grow



To conclude...



Build a solid HR foundation to optimize employee impact

Get the financing you need to train and hire new employees



Thank you.

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