

# ABC'S of Talent Management



| **A**

**ATTRACT** & Recruit Top Talent

| **B**

Build **BENEFITS** for Today's Workforce

| **C**

Create Competitive **COMP** Structures

| **D**

**DEVELOP** & Train High Performing Leaders

| **E**

**ENGAGE** & Retain High Performing Teams

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## ATTRACT & RECRUIT TOP TALENT!



The secret to scoring a super-star team member starts way before their first day of work... Impressions start right from the interview stage and hang on throughout the hiring, and onboarding process.

Here are some **simple tips** to create a unique & memorable hiring experience:



### *Transparency is key!*

- Make sure the job title, description, pay and timeline are crystal clear before posting the opportunity!



### *Create a seamless hiring process!*

- Define the interview process steps
- Determine the interview panel
- Confirm preferred days/times for interviews



### *Cultivate a welcoming atmosphere!*

- Hand-written card from the team with some super cool swag will help set the tone
- Day 1: host a small welcome gathering or team lunch (or video call, if they're remote)



### *Set up new team members for success!*

- Prepare all company equipment & log-ins
- Provide thorough education/ training on SOPs, KPIs, & other key company info

*And don't forget, the best referrals come from our rockstar team members ... create a program to reward & recognize their referrals!*

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# BUILD BENEFITS FOR TODAY'S WORKFORCE



A team who feels valued is a team that'll stick with you for the long haul!

Traditional benefits are amazing, but they might not be enough to energize & engage today's workforce!

So, what's the secret to cranking up the engagement dial? Focus on a comprehensive approach to supporting employee wellness and show your team you care in ways that really speak to them!!

*Check out these simple (& budget friendly) solutions!*

## Physical Wellness



- Sweat it out in style while saving cash with employee discounts at partner gyms
- Plan a team event - softball game, casual hike - to bring folks together

## Financial Wellness



- 1:1 Planning Session(s) with Finance leader and/or Benefits Admin
- Provide work-related Tuition Reimbursement

## Self-care



- Furry friend discounts with partnering pet care services
- Affordable daycare options through partnering services
- Expanded mental health benefits to support your wellness journey

## Career Development



- Provide consistent & on-going Individual Leadership Coaching!
- Let's party! Set aside a sensible budget for quarterly/annual networking events, training webinars, etc.

# CURATE COMPETITIVE COMP STRUCTURES



Crafting employment offers is no easy feat; it's both an art and a science!

And let's not forget - ensuring fair pay & consistent benefits across your whole team can be a tough nut to crack.

Fear not ... below are insights to help create compelling & competitive compensation packages & offer letters for team members:

- 1 Call attention to the **total cash compensation & earning potential!**  
Offer Letters often show only base salary & bonuses, leaving out other important perks that come with the package. For example, on average:
  - Employee health care coverage = ~\$12k/year
  - "2 weeks (14 days) PTO" (@ \$100k base) = ~\$5,500k/yearThat's ~\$17k in **additional annual compensation** that deserves a shout-out!

- 2 Cultivate a team that works and wins together by correlating bonuses to company goals & KPI's (**performance based incentives**)!

- 3 Ensure delivery of consistent & equal offerings across the board! no matter if you're Frontline or C-Suite, everyone deserves the same "work perks" (like healthcare, 401k, PTO, and remote days)!

- 4 Recommended compensation x role:

Role / Level (industry analytics, placements from our office, etc)	Recommended Base** (** median avg; geography skews this slightly)
Frontline/Individual Contributor	\$17-\$23/hour
Entry (single-unit) Leadership / Indiv Contributor	\$75k - \$100k
Senior (Dept) Leadership (Director, VP)	\$150K - \$175k
Executive Leadership (Snr VP, Pres, C-Suite)	\$200k +

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## DEVELOP & TRAIN HIGH PERFORMING LEADERS!



Whether it's someone's 1st day on the job or they're a seasoned pro ... each team member craves developing their professional skill-sets & expertise.

Check out these tips and tricks for crafting personalized Individual Leadership Plans (IDP's) to help your squad sharpen their talents and soar towards victory!

### MAKE IT PERSONAL!



- Evaluate leaders' specific skill sets in relation to their roles/duties:
  - Highlight their shining abilities!
  - Review areas that have room for improvement.

### MAKE IT S.M.A.R.T!

Writing develop plans can seem daunting; keep It simple and focus on S.M.A.R.T goal setting:



**S**pecific: what area specifically needs improvement?



**M**asurable: how will improvement be quantified?



**A**ctionable: what behaviors that drive improvements?



**R**ealistic: are the goals reasonable & achievable?



**T**ime-bound: when are scheduled check-ins & progress updates?

## Recommended Curriculum:

Organizational Development	Company Training	Leadership Coaching	Frontline Training
<ul style="list-style-type: none"><li>• Workforce Analytics:<ul style="list-style-type: none"><li>◦ Headcount</li><li>◦ Compensation</li></ul></li><li>• Budget &amp; Forecast Modeling</li><li>• Playbook Development</li><li>• SOP Development</li></ul>	<ul style="list-style-type: none"><li>• Workplace Guidelines:<ul style="list-style-type: none"><li>◦ Code of Conduct</li><li>◦ Attendance Policies</li><li>◦ Performance Management</li></ul></li><li>• Cannabis 101</li></ul>	<ul style="list-style-type: none"><li>• Building Relationships</li><li>• Communicating Effectively</li><li>• Driving Results</li><li>• Performance Management</li><li>• Conflict resolution</li><li>• Time &amp; Stress Management</li></ul>	<ul style="list-style-type: none"><li>• Retail 101: Selling for Success</li><li>• Cultivation: 101</li><li>• Workplace Safety &amp; Security</li><li>• Workplace Compliance (ID Checking, Legal Limits) &amp; SOPs</li></ul>

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## ENGAGE & RETAIN HIGH PERFORMING TEAMS!



If I had a dime for every time someone said “culture fit is everything!” I'd have a private island. And it's super true, “culture fit” is critical ... But that is way easier said than done. When we ask folks to drill down and give us specifics, we're often met with dull, pre-packaged answers that put us to sleep.

### What sets your team apart from the rest?

Becoming an 'employer of choice' comes down to engaging your team members consistently & intentionally!

There are **4** primary benchmarks in a team member “lifecycle” with your company that you should be attentive to:

- Onboarding & Welcome
- Communicating & Engaging (ongoing)
- Managing Performance (ongoing)
- Offboarding & Acknowledge

*Here are some tips & tools for building your teams'*

*“Cultural Cadence & Signature Moves”!*



Onboarding



Communicating  
& Engaging



Managing  
Performance



Offboarding

	Monthly	Quarterly	As Needed
Onboarding			• Welcome Kit!
Communicating & Engaging	• Engagement Committee • Call / Newsletter	• Spirit Week • Team Event	• Engagement Survey
Managing Performance	• KPI-based recognition (& accountability)		
Offboarding			• Farewell