



The Employee Life Cycle: Building a Team that Lasts

Better people. Better business.



Who We Are

Amanda Funk is a fourth-generation mariner, who began boating at a young age on the South River of the Chesapeake Bay.

More than twenty years ago she started her maritime career as a cashier at Boater's World in Annapolis, MD.

Sue's love of boating began on the lakes up north, but it was the warm weather and vibrant waters of Florida that truly felt like home.

Here, she turned her passion into purpose—launching a successful tour boat company that continues to operate today.

Together, we bring 45+ years of marine experience to workforce development.



Amanda Funk
Founder



Sue Nerud
Principal Recruiter



Agenda



**Proactive vs. Reactive
Hiring**



Employee Life Cycle



Activities:

- **Staffing Needs Assessment**
- **Onboarding Plan**
- **Retention Checklist**



Questions



The Employee Life Cycle



Proactive Hiring:

The Mindset that Builds Teams

Proactive hiring means strategically planning your workforce before you need it.

Benefits:

- Prevents crisis-mode hiring
- Reduces turnover
- Prevents burnout
- Time to find better candidates
- Cost savings over time

Cons:

- Year-round processes



Reactive Hiring:

The Mindset that Creates Chaos

Reactive hiring takes place as a reaction to a staffing event. Such as, a termination, a resignation, or strategy shift.

Benefits:

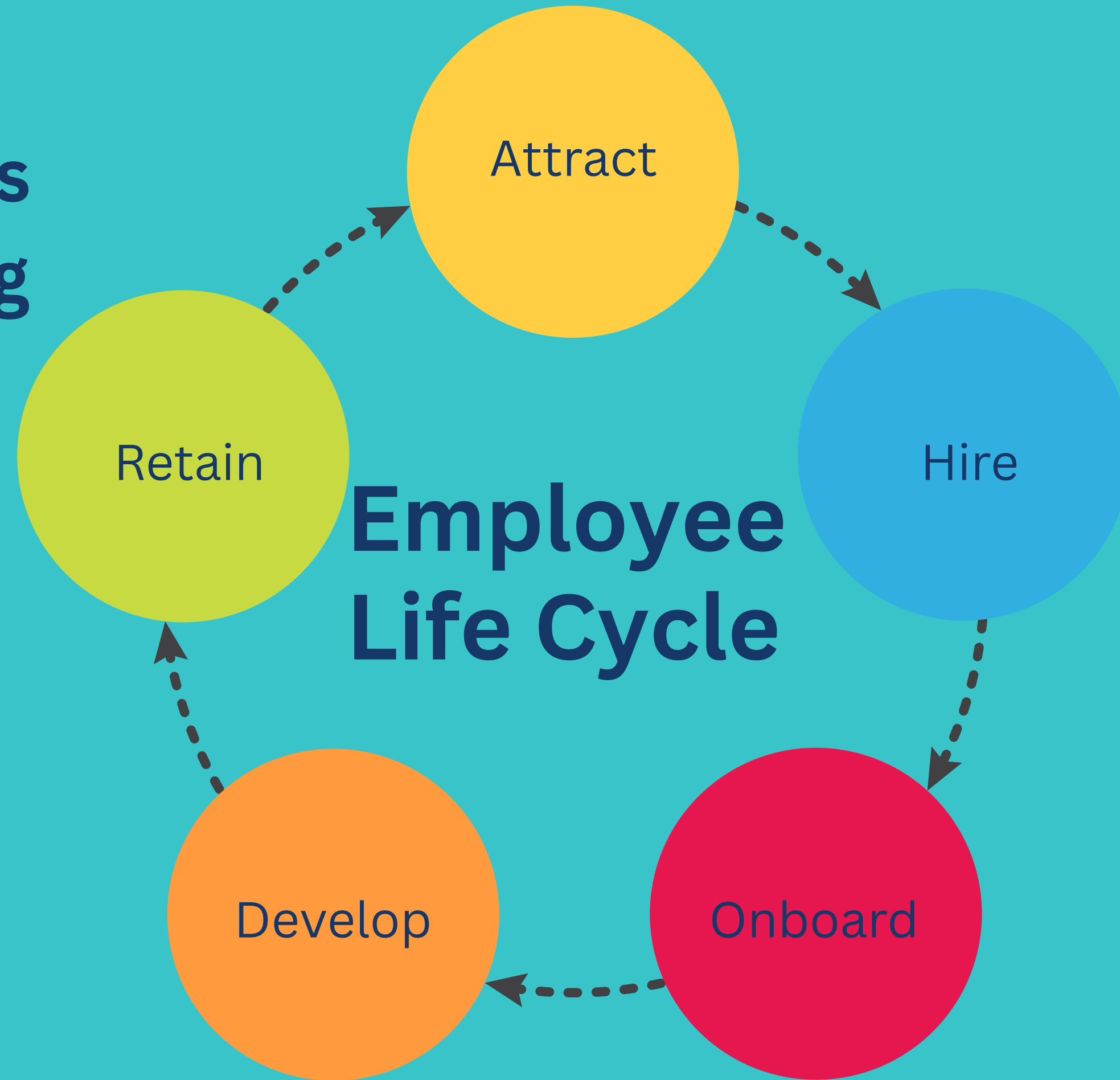
- Quick fill

Cons:

- Quick decisions
- More wrong hires
- Greater cost over time



Five Stages Supporting Proactive Hiring



Attracting Candidates

⚓ Employer Brand

- Reputation as a workplace
- What candidates, employees, and the industry believe about working there.



⚓ Why it Matters

A strong employer brand:

- Attracts more skilled candidates
- Reduces time to hire
- Improves employee retention
- Helps overcome location, pay, or seasonal challenges
- Positions your business as a career destination rather than a “job”.

⚓ Components

- Company culture and values
- Career growth and development
- Compensation transparency



Job Description

- First impression of your company
- **50% of Candidates spend 30 seconds or less reviewing a job description**
- **10% - 15% read the entire description**

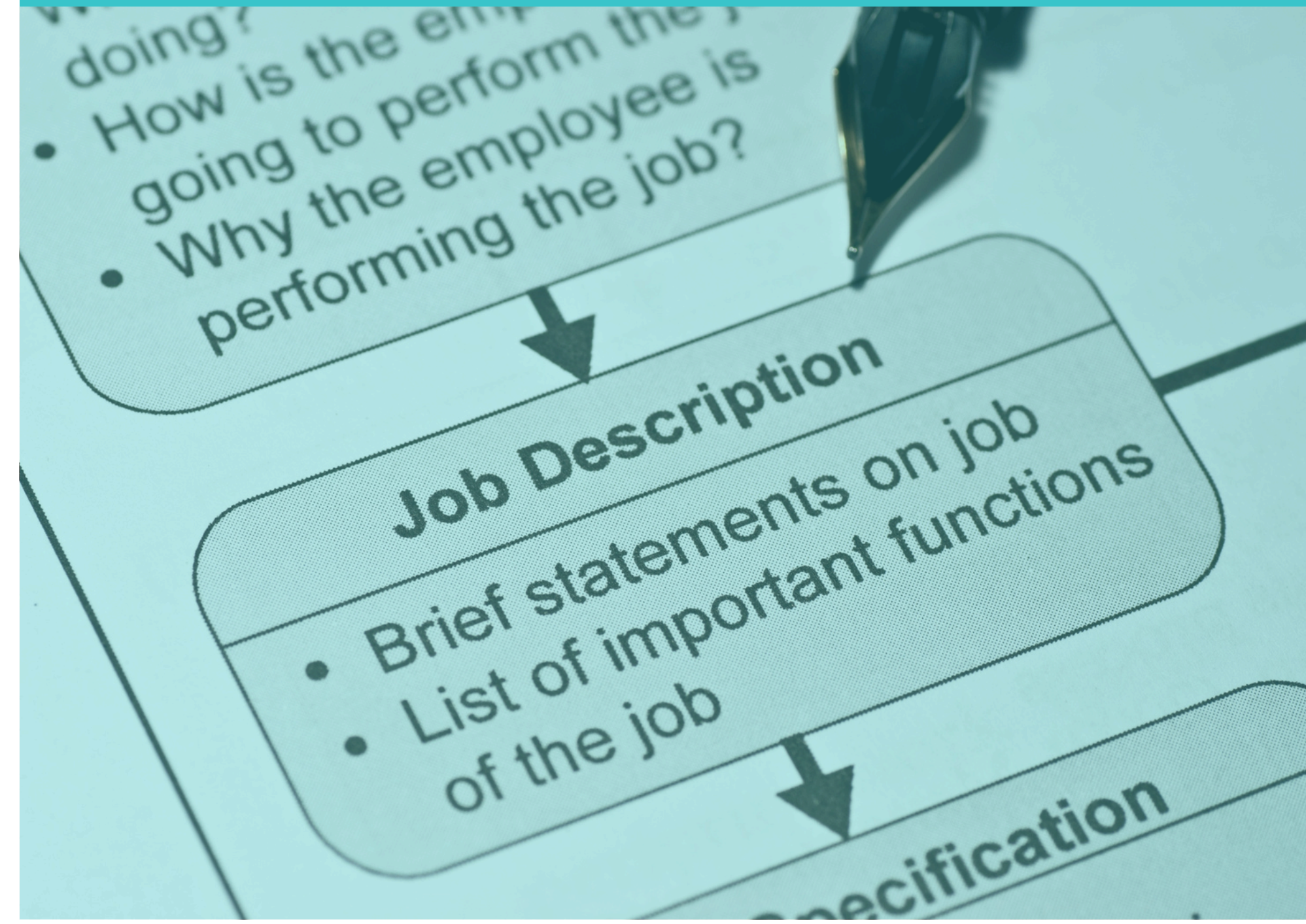


What they look at first:

- | | |
|---|--------------------------------|
| 1. Compensation | 4. Requirements |
| 2. Job title | 5. Company reputation |
| 3. Location/remote options & responsibilities | 6. High-level responsibilities |



Job Description



What candidates consider before applying:

- Compensation & Stability
- Career Growth
- Company Reputation & Culture
- Logistics



Most candidates apply only if they feel they meet 60-70% of the requirements

Sourcing Channels

Job Posting

Post job description on a job board and hope for the best.

- Indeed
- Local/regional/national publications
- Social Media
- Word of mouth
- Trade schools
- Trade Associations
- Company site

Trade Schools

Local schools with a marine trades program. The goal is to place students.

- High schools
- Colleges
- Marine specific schools
- ABYC - MTAP

Most schools request participation.

Trade Associations

Regional trade associations. Ex. MTAM, has a dedicated workforce development committee. Members receive workforce development initiatives and job boards.

Industry Recruiters

Industry specific recruiters keep a pulse on the workforce and maintain a database of vetted and ready candidates.



Hiring Process

1. Application Intake

- a. 100+ applications

2. Initial Screening

- a. review resumes for basic qualifications

3. Phone Screen

- a. confirm basic abilities and clarify expectations

4. Hiring Manager Review

- a. review and selection of who moves forward

5. In-depth Interview

- a. virtual or in person

6. Second Review

- a. who moves forward after initial interview

7. Final Interviews/Selection

- a. with additional team members or decision makers

8. Reference Checks

9. Background Checks

- a. or drug screens

10. Offer

- a. make it strong but leave room for negotiations



Hiring Methods

In House

VS.

Recruiter

Time & Focus

- Adds to daily task list
- 30-45 days for common roles, 60-90 days for specific roles

- Candidates disappear

Candidate Pool

- Slim, walk-in, applications

Quality & Fit

- Greater risk of mis-hire
- Rushed processes

Costs & Hidden Costs

- \$10K technical role
- Morale

Time & Focus

- Removes from your task list
- Shorter time-fill

Candidate Pool

- Pre-existing pool of vetted candidates

Quality & Fit

- Assesses for skill and culture
- Less risk of mis-hire

Costs & Hidden Costs

- Fee assessed
- Placement guarantee



Onboarding

**20% of turnover
happens within the
first 45 days.**



What is Onboarding?

Onboarding is the process of introducing a new hire into your marina/dealership.



Why does onboarding matter?

Onboarding is the first step to retention. Onboarding improves retention by 50% and boosts productivity by 60% in the first 90 days.



How long does onboarding take?

The first day and week is critical for onboarding. Most successful onboarding programs have a 30/60/90 day structure.



Training & Development

What is development?

Development is an ongoing investment in building employee skills, knowledge, and performance. It is giving employees the support they need to grow into future roles.

Why does it matter?

Development fills the gap between existing skills and desired skills. It increases employee retention and reduces turnover costs.

What makes training effective?

- Mentorship with senior techs
- OEM Certifications
- Cross training
- Updated tools and resources

The training investment

- Trade association grants
- Distributors
- Term contracts in exchange for training
- Membership discounts



Retention

In our saturated industry, we're already short on talent, keeping the people we have can be our competitive advantage.

Why retention matters.

Retention builds relationships and drives customer satisfaction.

Replacement of a mis-hire can be 30-50% of their salary.

Why employees leave

- Lack of communication
- No growth path
- Poor management or team culture
- Workload imbalance
- Feeling undervalued or unseen

5 Pillars of retention

1. Strong leadership and communication
2. Development
3. Recognition and culture
4. Workload balance
5. Compensation and benefits

Retention is a system, not a perk

Retention is about leadership, clarity, development, and culture.

