

**Presenter**

**Mike Nunneley  
ARD/Consultant  
MI SBDC**

# Fishing for Employees



**How to find, hook and land  
the KEEPER EMPLOYEES.**



Michigan Small Business Development Center

# Michigan SBDC Services

If you need additional specific assistance - we're happy to help you. Feel free to register at

<https://michigansbdc.org/get-started/business-consulting/>

- No cost 1:1 business consulting
- Business education
- Information-based planning through (secondary) market research
- Technology commercialization

# Michigan SBDC Customer Groups & Teams

1

New Ventures & Existing Businesses –  
Small Business Teams

2

Growth Companies –  
Business Growth Team

3

Companies with International Sale – Export Assistance  
Team

4

Advanced Technology Companies –  
Technology Commercialization Team

# Michigan SBDC Business Education

**Register at [SBDCMichigan.org/training](https://SBDCMichigan.org/training)**

## Events & Workshops

### Topics Include:

- Starting a Business
- Business Plan
- Financial and Accounting
- Customer Relations
- Government Contracting
- Internet and Social Media
- Legal
- Management
- Marketing and Sales



# The Michigan SBDC

Funded through a cooperative agreement with the:

U.S. Small Business Administration (SBA)

Michigan Economic Development Corporation (MEDC)

Matching funds from Local Network partners in each region



**Ian Rogers**

rogersia@qvsu.edu

Training Manager  
MI-SBDC Lead Center





# What are you seeing in the market?

## Let's Talk





# Fishing for Employees



**Why do people Fish? Because it's fun!**

**Why do people work?**

**Why do people work for you?**



# Where are you Fishing for Employees?

## MI Works

<https://www.michiganworks.org/>

## Indeed

<https://www.indeed.com/>

## Linkedin

<https://www.linkedin.com/>

## Craigslist

<https://nmi.craigslist.org/>

## Ziprecruiter

<https://www.ziprecruiter.com/>

## Facebook/Marketplace

<https://www.facebook.com/>

## Employee Referrals

Bonuses for Successful Referrals

## Colleges/High Schools/

## Trade Schools

Call them and ask when they offer campus job fairs, for referrals.

## Google for Jobs

<https://jobs.google.com/>

## Friends & Family

Spread the word, ask around.

## YOU! - Out and About

When you're out and about and receiving excellent services from someone - give them your card.

*(of course you have to carry cards with you!)*



# Fishing for Employees



## Temporary Employment Agencies

[Star Staffing](#) – Alpena – 989-356-2999

[Employment Services](#) – Alpena – 989-358-5627

Temporary Services – Alpena – 989-356-9675

[Spherion](#) – Midland – 888-218-4417

**Does anyone know of any others in Northern Michigan?**

# Where are you Fishing for Employees?

**Suppliers**

**Professional  
Organizations**

**Attend Job Fairs**

**Newspaper Ads**

**High Schools**

**Community Colleges**

**Larger Colleges**

**Competitors \*\*\***

**Your Website**

**Host a Job Fair**

**Professional Licenses**

**Your Personal Social**

**Media  
Local Social Media Ads**

**Personalize Recruitment**



# Fishing for Employees



***Everyone's a Sports Star today!***

*These are not your parents/grandparents employees anymore.*

*They don't HAVE to work for you - they've got lots of options.*

***The days of business owners barking out orders and a just giving a paycheck are GONE.***

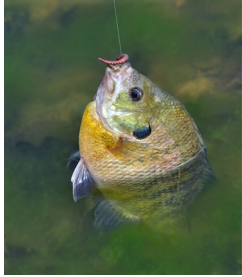


## Fishing for Employees



**What's your 30 second ad to  
work for you?**

***Why should I work for you!***



## Fishing for Employees

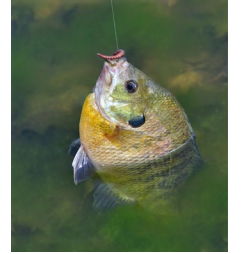


**What's your employee's 30 second ad about working for you?**

***“What do you enjoy about working for me?”***



## Fishing for Employees



Ask your **BEST**  
employees for  
referrals.



# Fishing for Employees



Step back and look at your operation -

**What can/should you do differently?**

**Fast Food Restaurants during Covid -  
Reinventing yourself**



# Fishing for Employees

**What benefits do you offer?**

**What retirement benefits do you offer?**

**Other?**





## Fishing for Employees



**What are your hiring practices?**

***Slow to Hire -***

***Quick to Fire***



# Fishing for Employees



## What are your hiring practices?

- *What questions do you ask?*
- *How many interviews per candidate?*
- *Do you just look for cheeks in the seat???*



# Fishing for Employees



## Who are you hiring?

- *What are the normal demographics?*
- *Can you hire younger/older employees?*
- *Do you offer multiple part time options?*



# Fishing for Employees



**How can you help your employees with...**

- *Housing ?*
- *Childcare ?*
- *Continuing Education ?*
- *Other Suggestions?*



## Fishing for Employees



# Candidate Database

*What do you do to keep a file of applications for future references?*



# Fishing for Employees



**Now they're hired -**

- *What's your training?*
- *Review their progress - 30, 60, 90 days*
- *Do you offer wage increases after certain times?*
- *Signing bonus or 90 day bonuses? 1 year?*



## Fishing for Employees



# Retention

- *What are you doing to keep your good employees?*





# Fishing for Employees



## Company Culture

- *Post Current Employee Testimonials*
- *As a company partake in community activities*
- *Speak in High School, Colleges, Trade Schools*
- *Your Company Brand sells more than your products/services.*



## Fishing for Employees



***I can't AFFORD to do all these things!!!***

***You can't afford not to do all these things...***



# Fishing for Employees



***Know your numbers.***

***Raise your prices.***

***Sell/Discontinue small and non-profit services and products.***



# Fishing for Employees



## *Look in the Mirror*

***People don't work for companies - they work for owners. People don't leave companies - they leave managers/owners.***



# Fishing for Employees



## ***3 Major Areas Negatively Impacting Small Business***

- 1) ***Finding/Retaining Employees***
- 2) ***Housing (Construction Regulations/Zoning)***
- 3) ***Childcare – (Construction & Operating Regulations)***

# Thank you for your time.

If you would like to sign up for 1 on 1 counseling, training  
and other support, go to

## [www.SBDCMichigan.org](http://www.SBDCMichigan.org)

Michigan Small Business Development Center