



# SPARK

**People Solutions**

Building & Nurturing Your Team

# Agenda

- Importance of Vision and Mission statements
- Recruitment Tips
  - ✓ KSA's – mini workshop
  - ✓ Where to source great talent – brainstorming session
- Questions

# Vision Statements

An inspirational statement of an idealistic emotional future of a company or group; intended as a guide to help the organization make decisions that align with its philosophy.



# Examples

## **Nike**

*To bring inspiration and innovation to every athlete in the world.*

## **Marriott International**

*To be the World's Favorite travel Company.*

# Mission Statement

A short statement of why an organization exists.





To challenge the status quo.  
To think differently.



To refresh the world and inspire  
moments of optimism and happiness.



To give people the power to build  
community so that we can bring  
the world closer together.



To empower every person and organization  
on the planet to achieve more.



To fulfill dreams of personal,  
All-american freedom.



To organize the world's information and  
make it universally accessible and useful.



To create happiness for people  
of all ages, everywhere.



To accelerate the world's transition  
to sustainable energy.



To inspire and nurture the human spirit  
– one person and one cup at a time.

# So, You Have A Vacancy?

- Don't just assume that you fill the vacancy with the same position. Ask yourself:
  - Are all the responsibilities still necessary?
  - Can the job be absorbed into other roles?
  - Can the responsibilities be job shared?
  - Is the job truly permanent full-time?
  - Can the responsibilities be outsourced?
- Re-evaluate or redesign the job description, if necessary

# What are KSA's?

- Knowledge
- Skills
- Attributes



# Create KSA's for Your Business

- Think of a vacancy you currently have or expect to have in the future.
  1. Record 2 pieces of knowledge the individual must have in order to be successful,
  2. Identify 2 skills the incumbent must possess and,
  3. Write down 2 attributes the successful candidate must have.

# Creating the Advertisement

- Who are you targeting?
- Where will you be advertising?
- What's your budget?
- Highlight your organization's features/benefits
- Be interesting, clear, concise & professional
- Be legally compliant
- Determine a design and overall image and keep it consistent each time you advertise

# Actual Example

## General Labourer

*General help wanted at seed cleaning plant near XXX. Group benefits package available.*

# Where to Advertise?

- Online
- Newspapers
- Government Service Organizations
- Trade Publications
- Within your Business
- Referrals
- Billboards
- Community/Religious/Associations
- Bulletin Boards
- Movie Theatres

# Screening Resumes

- Professionalism
- Grammar and Spelling
- Concise
- Relevant Education
- Experience as it relates to the vacancy
- Transferable skills
- Look for gaps in employment
- Length of time at each place of employment

# Behavioural Based Interviews

- Very popular interview technique
- The philosophy is that past behaviour is a predictor of future behaviour
- Interviewer asks targeted questions designed to get a specific example from the interviewee (STAR technique)

Examples?

# What is the STAR technique?

- A STAR answer includes the following:
  - what was the **Situation**
  - what was the **Task** at hand
  - what **Action(s)** where taken
  - what was the end **Result**

# Reference Checks

- Make sure the reference is legitimate
- Make notes of your conversation with the reference, but do not keep this information on the employee's file
- If you can only ask one question, ask:

*Would you rehire this person?*





# Thank You!

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