

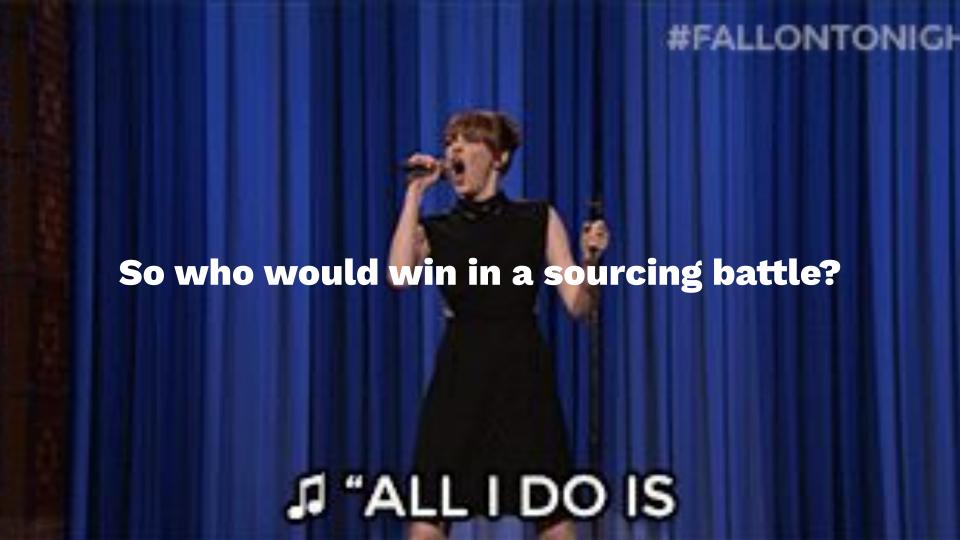


SOURCECON

shout Out!



Mike Wolford and Glen Cathey





Research.







Persona Name	Industry, Geographic or Other Segments	
Role	Reports to	
Education	Solutions, Sales Play or Campaign	

MY RESPONSIBILITIES

- Effective planning and implementation of marketing content
- · Establishing and adjusting strategies to meet goals
- Engaging in business partner relationships with clients and/or crossfunctional resources
- · Project management, executing reporting and presenting results
- · Delivering work product and staying current with industry standards and trends.

HOW I AM EVALUATED

- Knowledge of marketing project workflow process and digital process lifecycle
- Attention to detail and accuracy
- Quality of written, presentation and verbal communication skills
- Knowledge of digital and social media analytics
- Budget management, metrics and reporting, especially demand generation
- · Ability to work as a member of a persuasive and effective team

INFORMATION RESOURCES **I TRUST**

- Business professionals (peers)
- Consultants
- Internet / websites
- · Business social media
- Events / conferences
- Personal social media



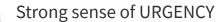
Use LinkedIn for roles you're unfamiliar with

45-55 to years old

Financial administration and oversight of funds and reports to CFO

Well-versed in the B2B environment, specifically around finance

Oversees operations related to the funds



Highly analytical

Her barrier: TRUST

Manages time well

Evaluated on management skills and communication

Terrified of falling behind



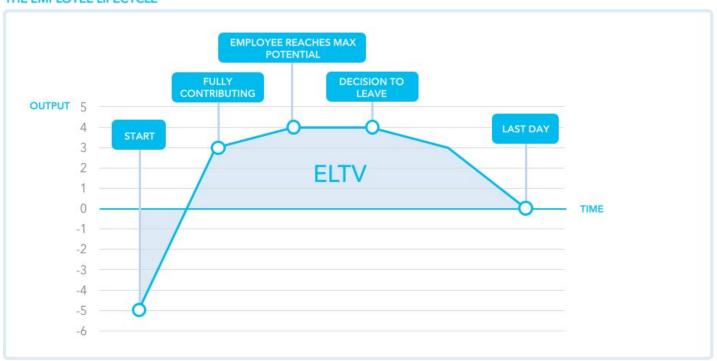


Analytics



Employee Demographic Analytics





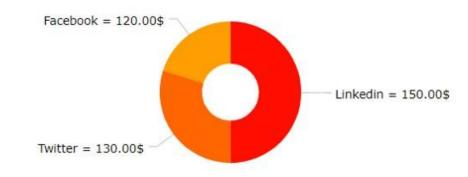


Employee Demographic Analytics

Social Network ?	Acquisition		Behavior			
	Sessions 🗸	% New Sessions	New Users	Bounce Rate	Pages / Session ?	Avg. Session Duration
	563 % of Total: 12.00% (4,692)	38.37% Avg for View: 65.77% (-41.67%)	216 % of Total: 7.00% (3,086)	76.91% Avg for View: 78.26% (-1.73%)	1.45 Avg for View: 1.43 (1.22%)	00:01:14 Avg for View: 00:01:30 (-17.85%)
1. Linkedin	293 (52.04%)	39.93%	117 (54.17%)	73.38%	1.47	00:01:11
2. Twitter	105 (18.65%)	31.43%	33 (15.28%)	77.14%	1.38	00:01:05
3. Facebook	90 (15.99%)	32.22%	29 (13.43%)	87.78%	1.44	00:01:26

Sourcing Channel Effectiveness

Sourcing Channel Cost



#REDBRANCHWEEKLY: USING **TODAY'S LABOR MARKET TO YOUR**

cultureiQ

How to Get Your HR

Department a Strategic

Seat at the Table

BY TARYN BARNES

ADVANTAGE: 5 TIPS

#RedBranchWeekly, HR By Haylie Rawlings April 21, 2017

indeed hiring lab



The Tight Labor Markets People Aren't Moving To

June 21, 2018 by Jed Kolko

Harvard Business Review

What HR Needs to Do to Get a Seat at the Table

Why Every CEO Should Give HR A Seat At The Table



Charece Newell, MSILR, sHRBP, CCLC, CRC CommunityVoice Forbes Human Resources Council (1)

HR's Infamous Struggle For A "Seat At The Table"

May 20, 2016 | Posted by Jennifer McClure in Guest Posts | Human Resources | Talks



HR's Infamous Struggle For A Seat At The Table - May 2016

Editor's Note: This is a guest post by DisruptHR Denver speaker (and official Disruptor) Ed Baldwin, SPHR, GPHR – President of HRO Partners. Ed is a global HR leader with a proven track record of success leading cultural change and aligning the HR function with business needs in a variety of organizations. So he knows what he's talking about when it comes to where HR can sit.

Talent Economy

TALENT ECONOMY

3 Considerations When Operating in a Tight Labor Market

Hiring is especially difficult now in IT, manufacturing and consumer-facing roles. Here's what to consider when trying to attract and retain top talent. by Becky Frankiewicz June 25, 2018

CULTURE COLLAB

Additionally, HR should be equipped to impact the culture, but leaving the culture up to one person or department to impact is not only inadvisable but could be dangerous. While you can't ignore culture, you also cannot assign it to one person, or do much except direct and model it. If this is true at an established company, a high-growth startup is even more susceptible to groupthink. Instead of tasking your HR department with culture keeper duties, invite them to sit with the entire executive team (there's that elusive seat at the

table) and start building purposeful people and performance strategies.



CAN Change vs CAN'T Change

50 Great Benefits You Didn't Know You're Offering















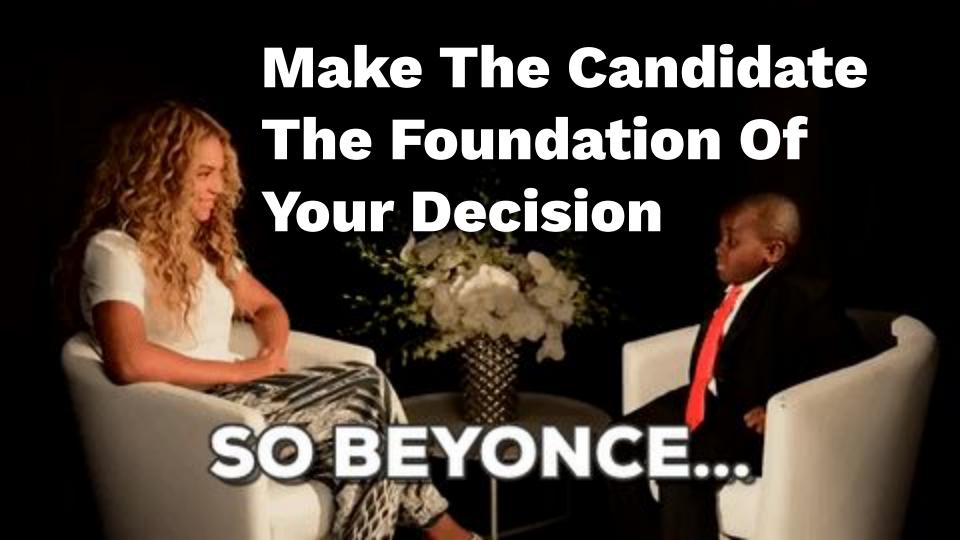
Digital Hiring Model

- Identify the need
- Build the persona
- Adjust the job

- Create the bait
- Plan the hunt
- Waft the smell

- Plan the approach
- Stoke the fire
- Check the merch



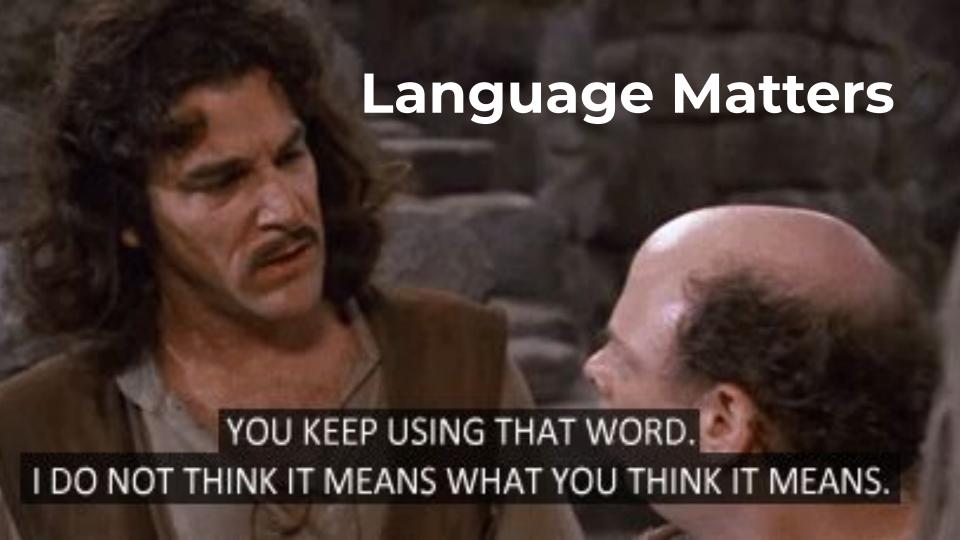


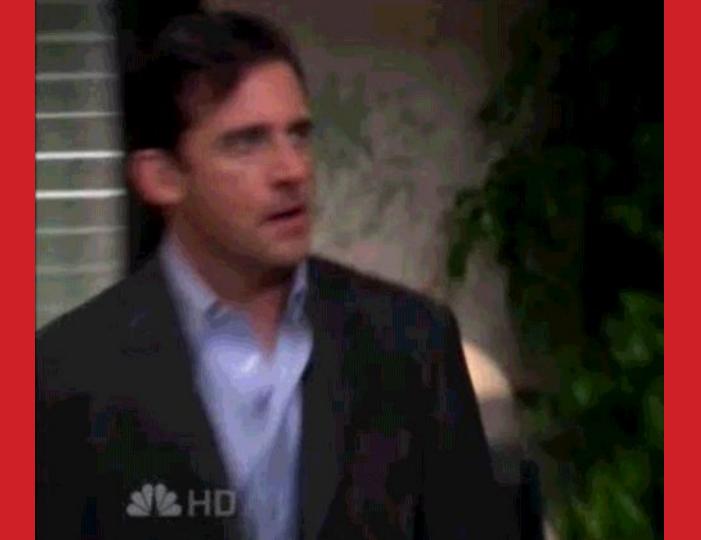














EVERYONE NEEDS HELP. CALL US:

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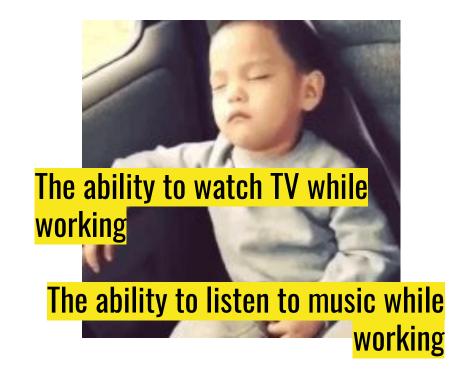


Lots of coworker interaction

Little to NO coworker interaction

- Flexible scheduling
- Job sharing
- Work from home hours
- Free or low-cost food
- Rides to work
- Proximity to candidates' home or school
- No dress code
- No phone work
- All phone work

- No computer skills
- No set offices
- Private offices
- ROWE (Results based work environment)
- Gym onsite or subsidized membership
- Health coverage
- No customer interaction
- Willing to hire ex-convicts
- Willing to hire ex-SAHMs



The ability to surf social media while working



- A set schedule
- A flexible schedule
- A schedule that matches school schedules or daycare schedules
- Benefits for full and part-time workers
- Discounts on company merchandise or services
- Access to the latest books/games/music/ software/tech/movies

- A company phone
- A company car
- A company computer
- Contests
- Pay for performance
- Meetings or consistent gatherings
- A recognition program
- Programs that have defined timelines and goals
- A short commute time
- An easy to access destination



Continuing formal education (tuition reimbursement, internal training, certification support)

- Lunch n Learns
- Willing to hire retirees
- Willing to hire veterans
- Willing to hire LGBTQ
- Willing to hire those without a formal degree
- Willing to hire those with a gap in the resume
- Offering 5-10-20% time to entrepreneurial-minded employees
- Offering a mentoring program and/or volunteer opportunities



Reading clubs, cooking classes, technology classes onsite or taught by other employees