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STAFFING  SOLUTIONS  
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Welcome!

# The War for Talent Hiring Strategies

**Todd Bavol, President, CEO & Co-Founder, Integrity Staffing Solutions**  
**Mary Beth Garcia, President, MOHR Retail**  
**Michael Patrick, CEO, MOHR Retail**

# Introductions



**Todd Baval, President, CEO and Co-Founder, Integrity Staffing Solutions**



**Mary Beth Garcia, President, MOHR Retail**



**Michael Patrick, CEO, MOHR Retail**

# Your Hosts



**INTEGRITY**

STAFFING  SOLUTIONS

YOUR OPPORTUNITY ENGINE.

[INTEGRITYSTAFFING.COM](http://INTEGRITYSTAFFING.COM)

- 13<sup>th</sup> largest fulfillment/industrial staffing company in the US, 22<sup>nd</sup> overall
- Connect over 100,000 people to new opportunities each year
- Specialize in high-volume e-commerce and retail fulfillment operations
- Temp, direct hire, recruitment process outsourcing



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[MOHRRETAIL.COM](http://MOHRRETAIL.COM)



- The most experienced retail training and consulting firm on the planet—proudly working with a diverse client lists that includes; TJX, DSW, Whole Foods, Michaels, LVMH, Tory Burch, Benjamin Moore, Ross Stores and more
- 40+ years teaching the critical people-to-people skills that get results
- Solutions based on our national retail industry research and real-world experience
- Specializes in Leadership from front line to executives, Negotiation Skills and Sales and Service skills training and consulting

# Today's Agenda

- The War for Talent Now and in the Future
- Shifting Demographics and Generational Awareness
- Sharpening Your Employment Brand
- Recruiting Tips
- Building a Recruiting Network
- Strategies for Hiring During Peak Seasons
- Q & A

# THE WAR FOR TALENT

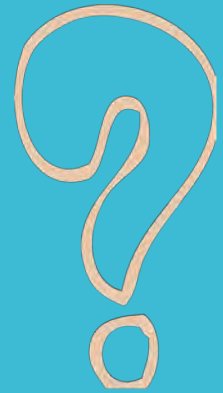
**-STEVEN HANKIN, MCKINSEY & COMPANY, 1997**



POLL:

Did you (or a family member)  
participate in Amazon Prime Days  
this week?

- Yes
- No



**UNEMPLOYMENT RATE HAS HIT THE LOWEST LEVEL IN**

**50 YEARS**

**WALL STREET JOURNAL**



**THERE ARE 7,000,000  
CURRENT JOB OPENINGS.**

**1 MILLION MORE THAN THERE ARE TOTAL  
UNEMPLOYED PEOPLE IN THE US.**

**WALL STREET JOURNAL**

# SHIFTING DEMOGRAPHICS

**10,000 BABY BOOMERS RETIRING EACH DAY.**

**75% OF WORKFORCE WILL BE MILLENNIALS BY 2025.**

**65,000,000 GEN Z SET TO ENTER WORKFORCE.**

**PEW RESEARCH CENTER**

# GENERATION Z VS. MILLENNIALS IN THE WORKPLACE

MOBILE NATIVES **VS.** MOBILE PIONEERS  
WORKS HARD FOR SUCCESS **VS.** WANTS TO BE DISCOVERED  
WANTS TO SAVE MONEY **VS.** WANTS TO EXPERIENCE  
FUTURE FOCUSED **VS.** NOW FOCUSED  
REALISTS **VS.** OPTIMISTS

**INTEGRITY**

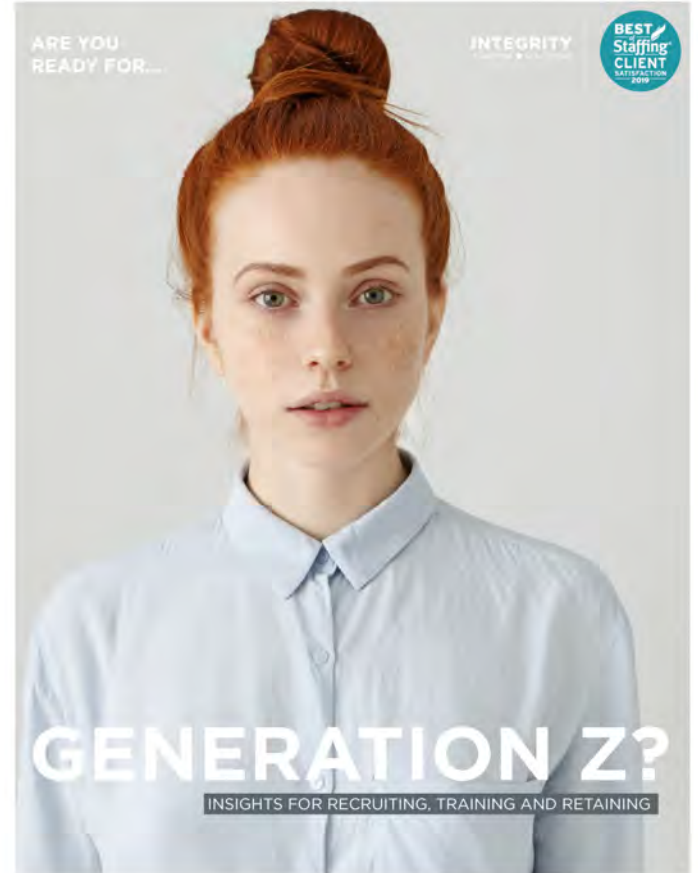
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**WATCH FOR YOUR COMPLIMENTARY  
WHITE PAPER — GET READY FOR GEN Z.**

**TIPS YOU CAN USE RIGHT NOW TO PREPARE  
FOR GENERATION Z IN YOUR WORKPLACE.**



**TECHNOLOGY ADVANCES ARE SWIFT  
AND SKILLS GAPS ARE WIDENING**



**AMAZON WILL INVEST OVER**  
**\$700 MILLION**

**THROUGH 2025 UPSKILLING 100,000 US WORKERS.**

“

China has recently published its first artificial intelligence (AI) textbook for high school students, following a plan by central government last year to include AI courses in primary and secondary school.

”



# CHATBOTS & VIRTUAL REALITY

# POLL:

In what parts of the recruitment process are you currently using automation (chat bots, etc.)?

- All-in-one, from screening to hiring
- Using software in some parts of the recruiting and hiring process
- None yet, but plan to
- Not planning to use



**MILLENIALS WILL CHANGE JOBS  
4 TIMES IN THEIR FIRST 10  
YEARS OUT OF COLLEGE.**

**62%**

**JOB PARTICIPATION RATES  
ARE AT RECORD LOWS.**

**LINKEDIN & US DEPARTMENT OF LABOR, BLS**

# THE RISE OF THE GIG WORKER

**43%** OF THE WORKFORCE WILL BE FREELANCE  
AS PART OF THE GIG ECONOMY BY 2020.

FREELANCERS • SIDE HUSTLES • REMOTE WORKERS

**WHAT'S THE #1 THING THAT YOU CAN DO **RIGHT NOW** TO IMPACT RECRUITMENT IN YOUR FIRM?**

*Type in **Your Answer** in the **Chat Box** now*

**BE THE COMPANY THAT EVERYONE EITHER WANTS  
TO WORK AT OR BE FROM.**

**YOUR EMPLOYMENT BRAND MATTERS MOST**

# 55%

of retail employees  
believe reputation of an  
employer is more  
important than salary.

[2018 Glassdoor Survey]

**YOUR  
EMPLOYMENT  
BRAND  
MATTERS**

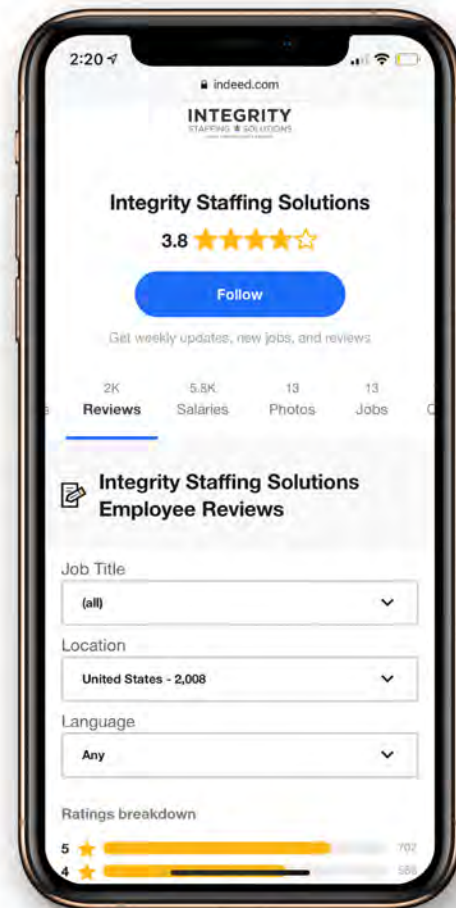
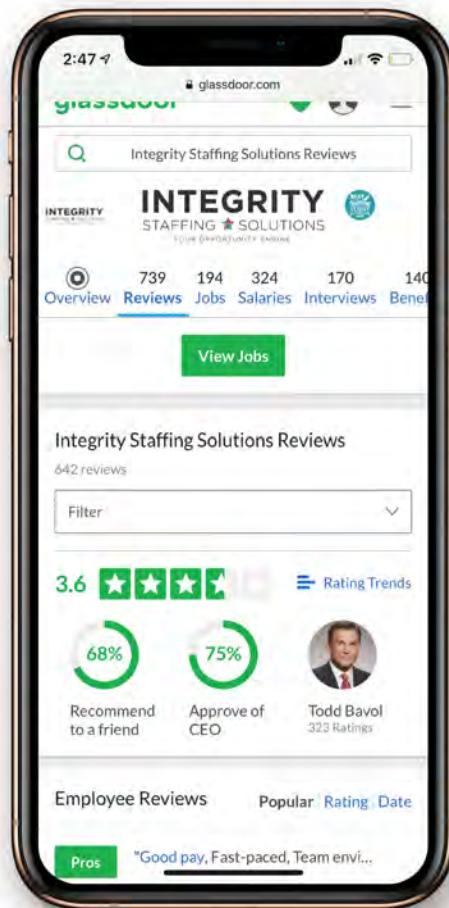


A poor employer brand could cost larger organizations millions of dollars per year in additional wages needed to draw candidates in.

**LINKEDIN RESEARCH**



# HOW DO **YOU** RATE AMONG APPLICANTS AND WORKERS?



**IMMEDIATELY  
IMPROVE YOUR  
BRAND IMAGE**

**RATINGS**

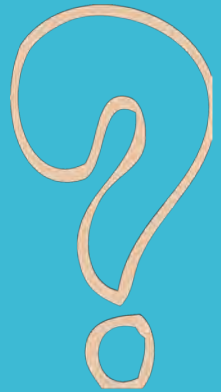
**REQUEST**

**RESPOND**

# POLL:

What is your top challenge in retail recruiting today?

- High volume seasonal hiring
- Attracting/finding the right candidates
- High turnover
- Other (post in chat)



# Retail Recruiting Challenges



## #1 HIGH VOLUME HIRING ESPECIALLY SEASONAL HIRES

**15+ million** people work in retail

**2<sup>nd</sup> largest job growth**  
projections in the country



Massive numbers of job openings have to be filled continually...and then there's the **seasonal hiring frenzy.**

# Retail Recruiting Challenges

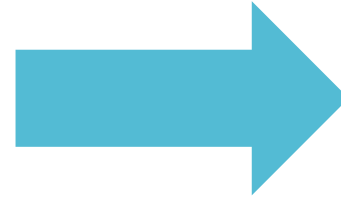


## #2 FINDING THE RIGHT CANDIDATES

**Technology** is changing the industry.

**Different skills** are required.

That makes it difficult to find **qualified candidates**.



**70%**

Difficulty finding store candidates with appropriate technical experience

**82%**

Difficulty finding candidates with appropriate cross-functional experience

# Retail Recruiting Challenges



## #3 HIGH TURNOVER

Retail is among the **top 5** industries with highest turnover.



It costs on average \$3,328 to find, hire, and train a replacement for a \$10/hour retail employee.

# 67%

Average turnover for part-time retail employees

# 26%

of retailers say their turnover costs have increased

# Top 10 Tips for Recruiting Retail Professionals

- 1. Always Be Recruiting**
- 2. Leverage Employee Referrals**
- 3. Turn to Your Customers**
- 4. Write Precise Job Descriptions**
- 5. Build Your Employer Brand**

# Top 10 Tips for Recruiting Retail Professionals

- 6. Highlight Your Employee Value Proposition**
- 7. Look Beyond the Retail Industry**
- 8. Create an Attractive Career Site**
- 9. Leverage Video Interviewing**
- 10. Use All-in-One Recruitment Software**





# Elements of a Top Candidate

**A mix of personal motivation  
as well as skills and knowledge**

**Natural  
Talent**

**Learned  
Skills**

**Acquired  
Knowledge**



In retail, finding and hiring the best sales specialists and managers isn't just important, **it's critical.**

(Job Structure + Training + Boss)

x Great Candidate

=

**BEST RESULTS**



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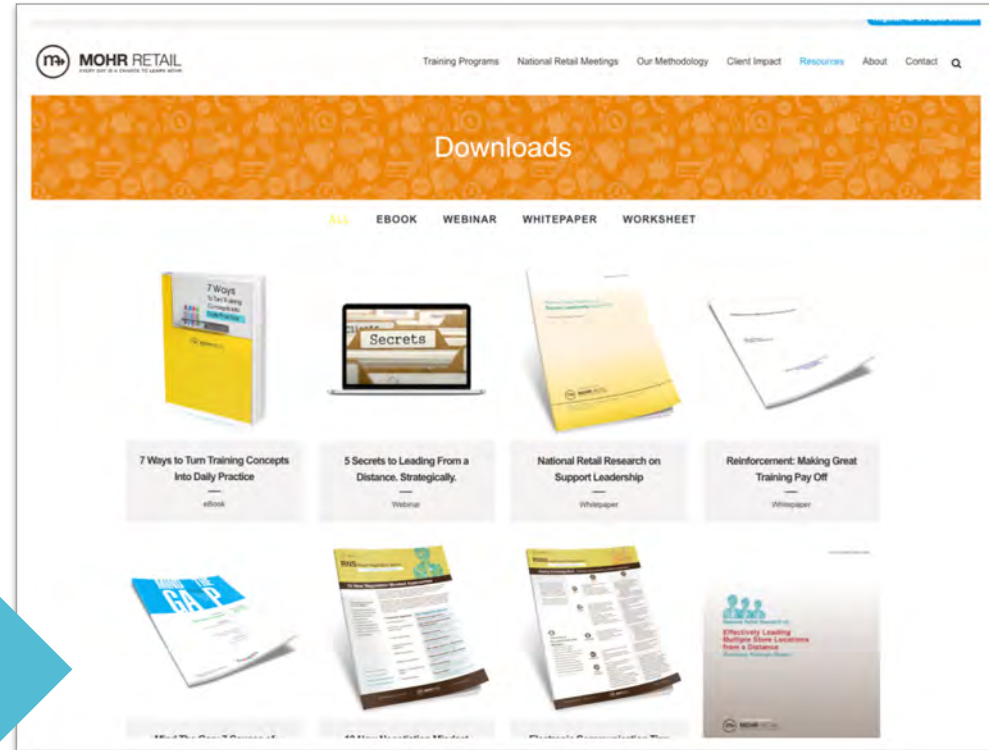
# Additional Resources



Check your inbox tomorrow:

- Integrity Staffing Solutions white paper: Gen Z Trends
- Information on MOHR Retail's Recruiting & Interviewing Series (RIS) program

Visit the Resources section of MOHRRetail.com for additional downloads.





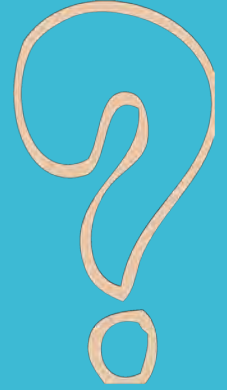
# Mark Your Calendar

## Upcoming Webinars

- **August 15:** Coaching in Real Time: Effective Floor Supervision Tips
- **September 18:** Creating In-Store Customer Experiences in Today's Frictionless Retail Culture

All webinars are at 1 PM ET

# Questions for Todd and Mary Beth



# THANK YOU!



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[MOHRRETAIL.COM](http://MOHRRETAIL.COM)

**email:** [info@mohrretail.com](mailto:info@mohrretail.com)

**call:** 201-444-4100

**connect:**



@mohrretail



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[INTEGRITYSTAFFING.COM](http://INTEGRITYSTAFFING.COM)

**email:** [info@integritystaffing.com](mailto:info@integritystaffing.com)

**call:** 888-458-8367

**connect:**



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