



101 Ways To Attract & Retain Employees

- 1 Hold staff BBQ's connected to achieving team goals
- 2 Help fund ongoing education. Work and non-work related.
- 3 Employee of the month that leads to employee of the year. (Voted by fellow employees)
- 4 Have special brochure made of opportunities at your company. (Use at front counter)
- 5 Set up profit sharing.
- 6 Invest in property development on behalf of employees to create long-term bonus pool.
- 7 Pension plans/RRSP contributions.
- 8 Pay employee's salary when they are off on volunteer work.
- 9 Take an employee with you to a career day.
- 10 Invite high school and trade schools to visit your shop.
- 11 Create company initiatives that help employees see that the company cares.
- 12 Hold a business conference with fun attached.
- 13 Long-term service award.
- 14 Special days off with pay. (Anniversary, B-Day, Children - first day of school)
- 15 Take an employee and spouse to Nace each year. (Add Sema into that)
- 16 Make a bereavement time and pay policy.
- 17 Create a benefits program.
- 18 Bring employees to CCIF
- 19 Have a family summer activity.
- 20 Completely tool your entire shop. (No employee owned tools)
- 21 Offer a finder's fee for employees who bring new employees to the shop
 - Set up a frame machine at the fall fair, and do a pull - hand out application forms to young people
- 22 who show an interest in what they see
- 23 Participate in a career day put on by the local high school or community college
 - Target the audience you are trying to attract - students with an interest in art are difficult to place, and
- 24 can be well suited to our business.
 - Use the paint manufacturers relationships with programs like Over Haul' in and Legendary Motor
- 25 Cars to let their audience know that there is employment available in this field

- 26 Leave work application forms and information on your business at the local Antique Car Museum
- 27 Post job opportunities at: <http://automotivejobs.ca> - whether you have an opening or not

- Differentiate from other shops - there is a shop that set up a first class weight room in his building to
- 28 attract young men in (and near) his town, who would not otherwise have access to the equipment
- 29 Offer a dental plan - this attracts younger workers with younger families
 - Set up a program to help new employees acquire, and earn back, the tools they need to be
- 30 successful in our trade
- 31 Contact employment Canada's student employment offices
- 32 Offer your time as a guest lecturer at your local body shop training facility
 - Offer your time as a guest lecturer for the instructors at your local body shop school - they have
- 33 personal development (PD) days they need to fill
 - Host an Introduction to Body shop repair night for the residents in your community. You can talk
- 34 about how you repair their cars, and what jobs are available for their children
- 35 Sponsor a sports team, and offer the players some after school work, or summer holiday work

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36 Create your own "Pimp my Ride" project with the student council at the local high school in your community

37 Offer an employee swap program with a shop you know from a different city, so your employees can experience learning the trade in a city they would not normally live in.

38 Offer "outplacement" positions to inmates at your local correctional facility

39 See if you can set up an on-the-job career development opportunity for woman who are in shelters and looking for a way to get back on their feet

40 Advertise openings, and on-the-job training at the race track in your community

41 Ask a high school principal if their school has a job fair to do a booth and show trade videos.

42 Talk to your employees and offer a bird dog fee, they all know techs they have worked with or went to school with that they like and may be good for our shop. If they come and after getting through 30 to 90 days bonus the tech who brought them to you.

43 Go one step further and offer techs a dollar amount for each potential prospect they bring even for interviews.

44 Sponsor a project in the high school shop class by offering to paint the car, go kart, whatever they build.

45 Offer free intro to our trade at your local UI office. You may find a diamond in the rough.

46 Have a sign in the office offering a bonus to customers if they refer you good leads.

47 Talk to your suppliers and always treat them with respect. They have all the gossip and will tell you when they hear of people looking to move.

48 Get to know your high school counselors and talk to them about our trade. Offer to take their students for a few days to get a feel for what we do. I would suggest even grade 8 and 9 as they may build the desire over time.

49 Sponsor Overhauling, get great publicity. Potentially expensive but strengthens our industry.

50 Talk to church youth directors about kids they see or know who need direction and may fit the trades.

51 Do whatever you can in your community to build a positive image of your shop very publicly to attract people to a great business.

52 Join a service club to get to know people who may know people.

53 Offer to speak at service clubs to talk about the trade and the dilemma we are in.

54 Ask your local high school principal for the opportunity to present to all the teachers at one of their regular meetings so they can be on the lookout for kids who look as though they may not fit academics but may fit trades. It isn't only the counselors who see or hear it from kids.

55 Ask your friends kids who they know who is mechanically inclined or into cars.

56 Offer your techs an annual RRSP contribution that goes up each year longer they are with you.

57 Money is seldom the #1 reason people leave you. You need to treat people with respect and communicate with them. The door must be open for them to talk about issues.

58 Have family events for the staff so you can build relations with the spouse and kids.

59 Share meals together on occasion. It builds relationships.

60 Do an annual shop clean up where everyone volunteers to help and get dirty. Buy brunch after the shop is clean.

61 Have a contest where each shop member votes every month for the person they thought was the best all around- helper, team player, supporter, attitude. The tech who won is coming to NACE and SEMA on an all expenses paid trip at the end of October.

62 Give your employees \$25 gas cards just before the long weekend when gas prices go up.

63 Read the book "The Game of Work" and learn to have fun as you maximize your productivity.

64 Assist young techs through apprenticeship school by helping them financially.

65 Arrange a staff fishing trip, it's fun and you get to know your people in a different environment.

66 Have good equipment that makes their jobs easier and safer.

67 Always be on the lookout for someone who is sharp, you can teach skills, and has the right attitude

68 Participate in high school work-ed programs and look for bright young kids.

69 Sponsor a scholarship at your local Tech Institute.

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70 Get your young guns involved in Skills Canada.

71 Have length of service awards, don't be cheap.

72 Serve birthday cake for everyone at the shop whenever one of your employees has a birthday.

73 Buy group tickets to local sporting or cultural events from time to time.

74 Have a great website with a job application tab on it.

75 Communicate regularly with your staff, in group settings and one on one.

76 Pay them as much money as you can.

77 Surprise people with spontaneous gifts as a reward for excellent work or attitude.

78 Sponsor a skills competition at your local technical institute, offer tools or cash as a prize.

Offer key production personnel opportunities to participate in management training, prepare them for
79 their future.

80 Have a cabin or trailer at the lake and let your employees book it for their families - at no charge.

81 Take your guys out to Men's Night at your local golf club.

Shut down production at your shop between Christmas and New Years. Your staff will love the time
82 off.

Air condition your back shop production area. It will pay for itself in the first 2 to 5 years and your staff
83 will love you for doing it.

Get organized. Have you done the 5S exercise? People hate to work where there is clutter &
84 disorganization.

Arrange for an outside firm to do an Employee Satisfaction Survey (ESI) once every year so you can
85 get proper feedback on how you are doing with your employees.

Anytime that you invited to speak to anyone about the collision repair business or your shop, take the
time and do it. You never know when there is someone there (or they know someone) that is
86 interested in the collision repair business.

Participate In local, provincial and national Collision Industry Associations. Natural Law states that
whatever you put into something is what you will get out of it. People want to work with someone who
87 is going somewhere.

Learn to empower your people. Let them participate in the decision making process by giving them
88 the information needed to make informed decisions.

89 Acknowledge people for a job well done. Brains, like hearts go where they are appreciated.

90 Take the time to say "thank-you" when employees go the extra mile.

91 Greet employees by name when you meet them in the shop or in public.

Create a Hall of Fame wall with professional photos of your employee with a description of what they
92 do and who they are.

When you give out pay cheques write a little note on the stub to recognize the employee's
93 accomplishments in the past month.

94 Take the time to "LISTEN" to your employees.

95 Everyone in your organization needs to know the reason "why" they need to do anything

96 Allow flex time where possible to accommodate employees family needs.

97 Buy an insurance policy on yourself and let your employees split if up in the event of your passing.

When an employee handles a particularly hard task give them a lottery ticket with at note saying "I
98 never gamble when I count on you!"

99 Have a bulletin board where employees can post favorite jokes, memos, etc.

100 Recognize an employee of the month, that your staff votes for, with \$50 cash.

Give out a lunch coupon to any employee that comes up with a time or money saving idea for your
101 business.