



# Staff Hiring for Success

*...or Outrunning the Other Gazelle!*

**Talentcare**



September 14, 2022  
Las Vegas



**Eric Smith**  
**Founder & CEO**  
**Talentcare**

**Talentcare**



# Agenda

- The Labor Market
- Impacts of the Market on You
- How to Create a Hiring Advantage



# The Labor Market

August 2022 by the Numbers

## Unemployment

- The unemployment rate rose slightly to 3.7%
- 6 million unemployed, 1.1 million of which have been unemployed for 27+ weeks (returned to pre-pandemic levels)
- Labor force participation rate is 62.4%
- 5.5 million people who want a job but not looking

## Job Posting Volume

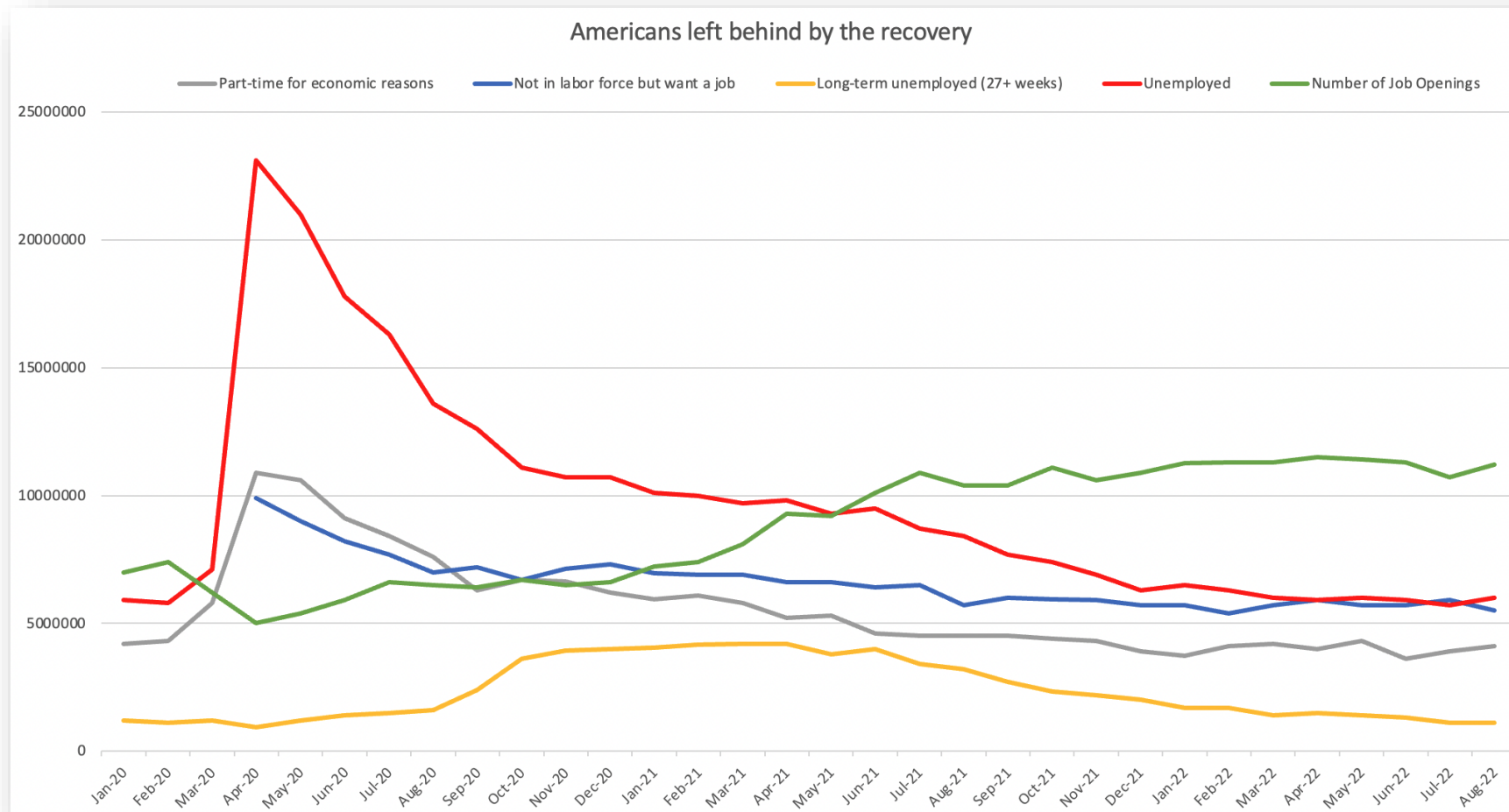
- 2,836,482 million active job postings in August (+12% MoM)
- *Average days a job post is open: 111 (+6% MoM)*

## Compensation

- Average hourly earnings have increased by 5.2% in past 12 months

# Impact #1: Workforce Imbalance of Supply & Demand

The labor shortage explained.



11.2M open jobs

6M unemployed

5.5M want a job but not looking

## Impact #2: COVID Hangover & Impending Recession

Sniffles? Cough? COVID trained us to think differently about showing up to work.

Staff shortages create overworked, disengaged employees who are “quiet-quitting” or leaving.

**Why it matters:**  
Post-Covid staffing demands always-on talent pipeline building to draw from when needed.

***Quiet Quitters  
Make Up Half the  
U.S. Workforce,  
Gallup Says***

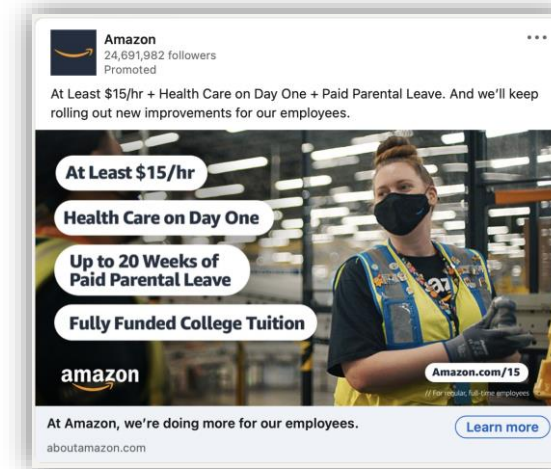
# Impact #3: The Great Upgrade

4.3M people recently quit or changed jobs.

Hourly wage increase of 5.2% in past 12 months

## Why it matters:

Competition for talent is fierce. Aligning with employees needs, wants, desires help you to become the employer of choice, retaining frontline workers.







# Create a Hiring Advantage

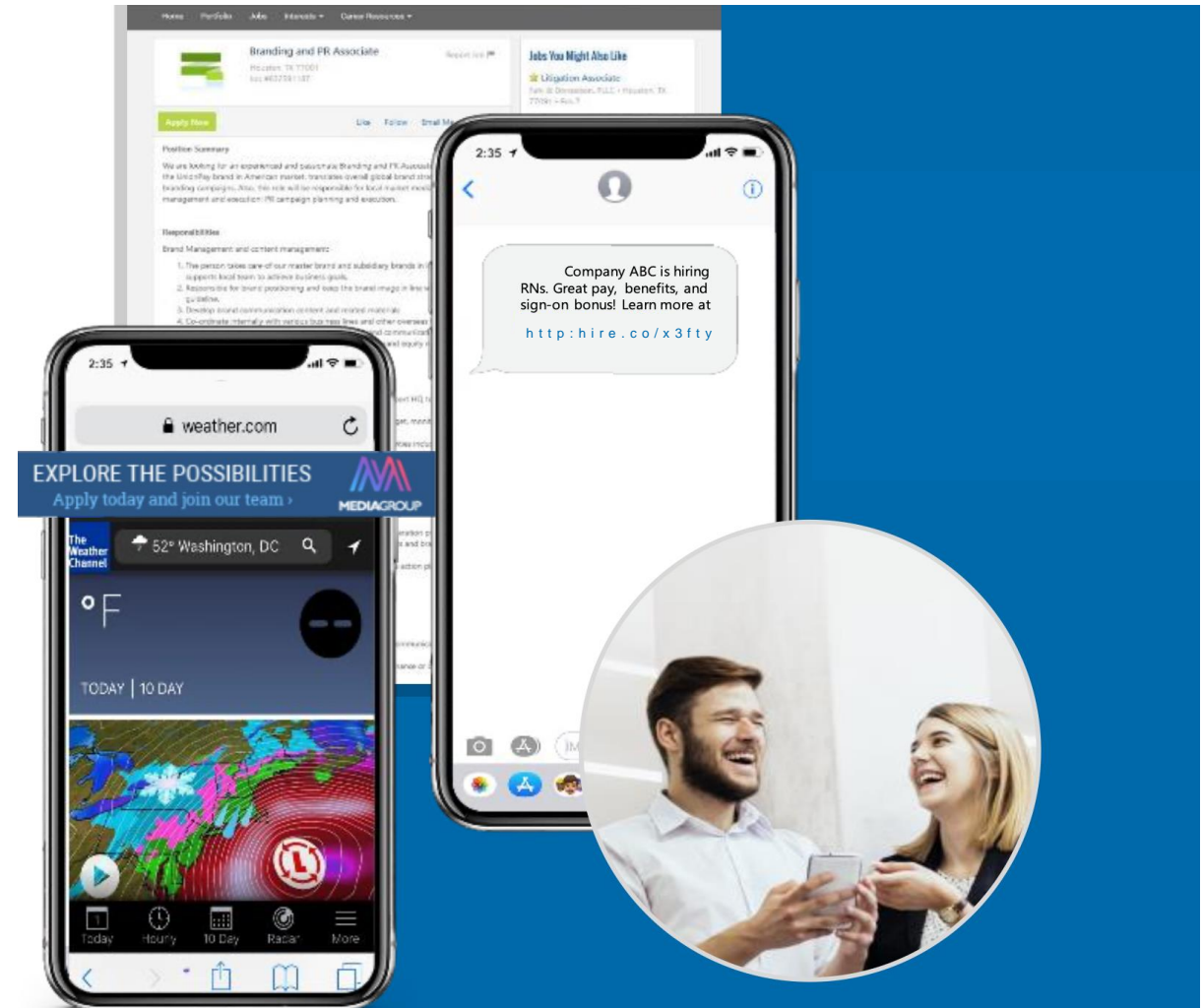
## Strategy #1

### **DIVERSIFY HOW YOU REACH & ATTRACT JOB SEEKERS**

- Go beyond the job board with recruitment marketing
- Think like a marketer, reach them where they live online
- Engage how they want to be engaged (text, email, social)

# Diversify how you reach & attract job seekers

- Programmatic Job Advertising
- Email
- Text/SMS
- Virtual Hiring Events



# Best Practices: Writing a Great Job Ad

Tell the job seeker why they will LOVE the job

- Don't hit them with a wall of words

Use “You” language

- “In this Optician role, you will be the driving force...”

Keep it short

- You'll have time to tell them all the gory details after they apply

Stand out

- They will have read a lot of job ads before they get to yours

# Best Practices: Writing a Great Job Post/Ad



## Optometrist

Triangle Visions Optometry - Raleigh, NC

[Apply Now](#)

### Why You'll Love This Job

Hang your Optometrist shingle at a practice that offers a great work/life balance and where your customer base has already been established for you when you join Triangle Visions in Raleigh, NC.

In this Optometrist role, you will have job security with a respected clinic that has faithfully served a grateful community for the past five decades as well as the opportunity to quickly grow your career as the current doctor reduces his schedule. For your contributions, you will receive generous PTO, a matched 401k, and qualify for bonuses.

If you are ready to join a team of professionals at a dynamic clinic, apply today for Triangle Visions' Optometrist position!

### Responsibilities

#### Optometrist Responsibilities

- Engage in full-scope optometric patient care, with an emphasis on ocular disease management and refractive services
- Operate an OCT in the medical management of patient
- Understanding and identification of oculomotor and visual learning related symptoms
- Proficiency in contact lens evaluations, fitting and troubleshooting including Soft, RGP, MF, Toric and Ortho K
- Proficiency in patient encounter charting and coding
- Maintains all licensing and job requirements

### Required Skills

#### Optometrist Qualifications

## Optician

██████████ ★★★★★ 39 reviews

Fullerton, CA 92835

Full-time

[Apply now](#)



### Full Job Description

#### Overview:

██████████ is the leading ophthalmology partner comprised of the nation's leading providers of ophthalmic physician services. Based in Aliso Viejo, California, the Company operates over 50 locations (clinics and ASCs). We strive to delight our patients by providing unrivaled care and service that exceeds their expectations. ██████████

We are located in Fullerton and looking for an experienced dispensing optician with an outgoing personality, strong sales mentality, and expert fitting and dispensing skills to assist our optical boutique. This position is primarily responsible for ensuring the proper sale, fit, and delivery of glasses to our Optical Patients in a high-volume practice by performing the following duties.

#### Responsibilities:

- Core duties and responsibilities include the following. Other duties may be assigned.
- Greet all patients at the Optical counter in a warm, engaging manner
- Assists patients with proper frame and lens selection for lifestyle and prescription needs
- Educates patients on various options for both clear lenses, sunglasses, and any other needs the patient may have.
- Communicate consistently with vendors to ensure we maintain a current frame inventory monthly invoice reconciliation
- Ensures proper fit and measurements for all lens types including single vision, bifocal, progressive and others.
- Educates patients on the benefits of having multiple pairs of glasses to fill all their eye care needs.
- Verifies optical insurance the patient may have and explains their benefits.
- Dispenses glasses and makes sure patients know about adaptation to new prescriptions, lens types, etc.
- Work in a collaborative manner with practice ophthalmologists
- Helps patients with repairs and adjustments and educates patients on adaptation period with new prescriptions and multifocal lenses
- Ensures patient phone calls are returned in a timely manner and patient is informed of any delays with eyewear purchased.
- Assists with any other tasks that need to be completed in the office.

#### Qualifications:

- 2+ years experience as Optician/Optical Sales
- Warm and friendly personality with the desire to exceed patient expectations
- High School Diploma or equivalent
- Bilingual is a plus (English/Spanish)

# Create a Hiring Advantage

## Strategy #2

### **BUILD AND DEFEND A COMPELLING EMPLOYER BRAND**

- Articulate what is special from your team's perspective
- Make clear the difference from your competitors for talent
- Improve employer reputation (ratings/reviews)
- Attract more quality talent

# Build and Defend a Compelling Employer Brand



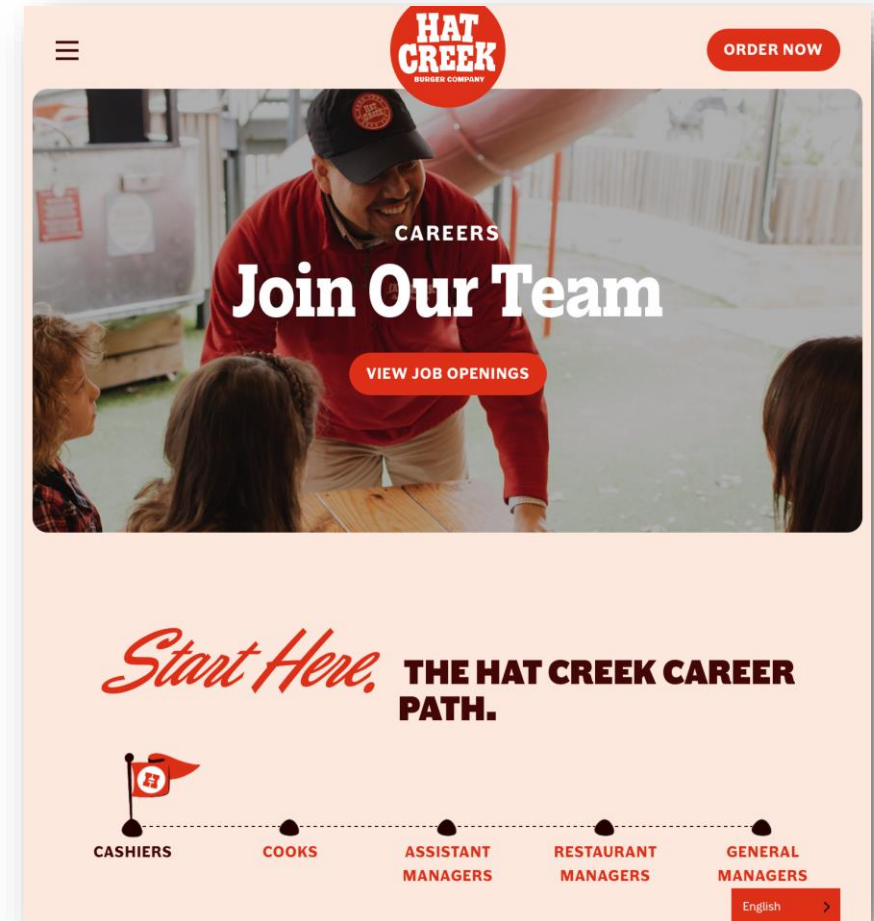
TRIANGLE VISIONS OPTOMETRY

Join A Caring Team With Leaders Who Are Invested In You And Your Professional Goals.

[View All Job Openings →](#) [View Optometrist Openings →](#)

[Why You'll Love Triangle Visions →](#)

The screenshot shows a woman in blue scrubs standing in an optometry office. A sign on the wall reads "TRIANGLE VISIONS OPTOMETRY" and "A member of Vision Source".



HAT CREEK BURGER COMPANY

ORDER NOW

CAREERS

## Join Our Team

[VIEW JOB OPENINGS](#)

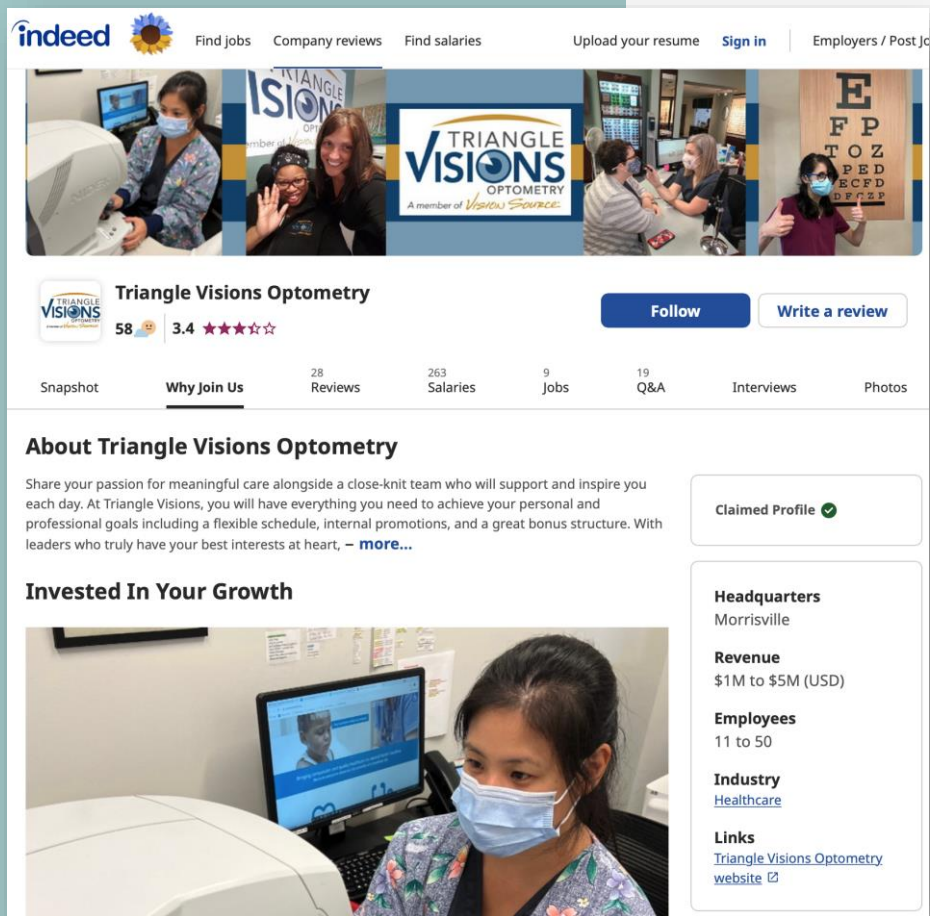
*Start Here.* **THE HAT CREEK CAREER PATH.**

CASHIERS COOKS ASSISTANT MANAGERS RESTAURANT MANAGERS GENERAL MANAGERS

English >

The screenshot shows a man in a red shirt and cap interacting with customers at a counter. Below the main image is a career path diagram with five stages: CASHIERS, COOKS, ASSISTANT MANAGERS, RESTAURANT MANAGERS, and GENERAL MANAGERS. The first stage, CASHIERS, is highlighted with a red flag icon.

# Build and Defend a Compelling Employer Brand

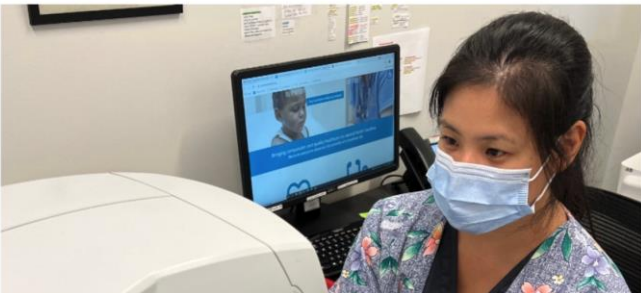


**indeed** Find jobs Company reviews Find salaries Upload your resume Sign in Employers / Post jobs

**Triangle Visions Optometry**  
58 🌟 3.4 ★★★★★

**About Triangle Visions Optometry**  
Share your passion for meaningful care alongside a close-knit team who will support and inspire you each day. At Triangle Visions, you will have everything you need to achieve your personal and professional goals including a flexible schedule, internal promotions, and a great bonus structure. With leaders who truly have your best interests at heart, – [more...](#)

**Invested In Your Growth**



**Headquarters**  
Morrisville

**Revenue**  
\$1M to \$5M (USD)

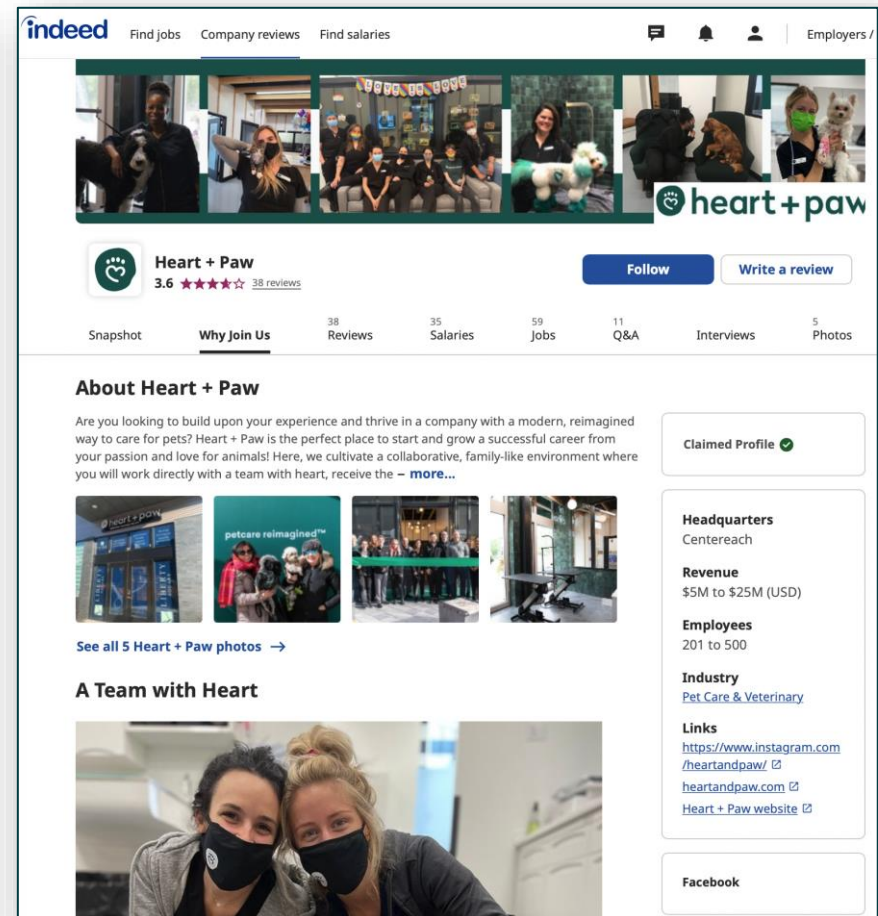
**Employees**  
11 to 50

**Industry**  
[Healthcare](#)

**Links**  
[Triangle Visions Optometry website](#)

**Snapshot** Why Join Us 28 Reviews 263 Salaries 9 Jobs 19 Q&A Interviews Photos


**Follow** Write a review



**indeed** Find jobs Company reviews Find salaries

**Heart + Paw**  
3.6 ★★★★★ 38 reviews

**About Heart + Paw**  
Are you looking to build upon your experience and thrive in a company with a modern, reimagined way to care for pets? Heart + Paw is the perfect place to start and grow a successful career from your passion and love for animals! Here, we cultivate a collaborative, family-like environment where you will work directly with a team with heart, receive the – [more...](#)



**Headquarters**  
Centereach


**Revenue**  
\$5M to \$25M (USD)

**Employees**  
201 to 500

**Industry**  
[Pet Care & Veterinary](#)

**Links**  
<https://www.instagram.com/heartandpaw/>  
[heartandpaw.com](https://www.instagram.com/heartandpaw/)  
[Heart + Paw website](#)

**A Team with Heart**



**Snapshot** Why Join Us 38 Reviews 35 Salaries 59 Jobs 11 Q&A Interviews 5 Photos

**Follow** Write a review

**Claimed Profile** ✓

**Facebook**

# Create a Hiring Advantage

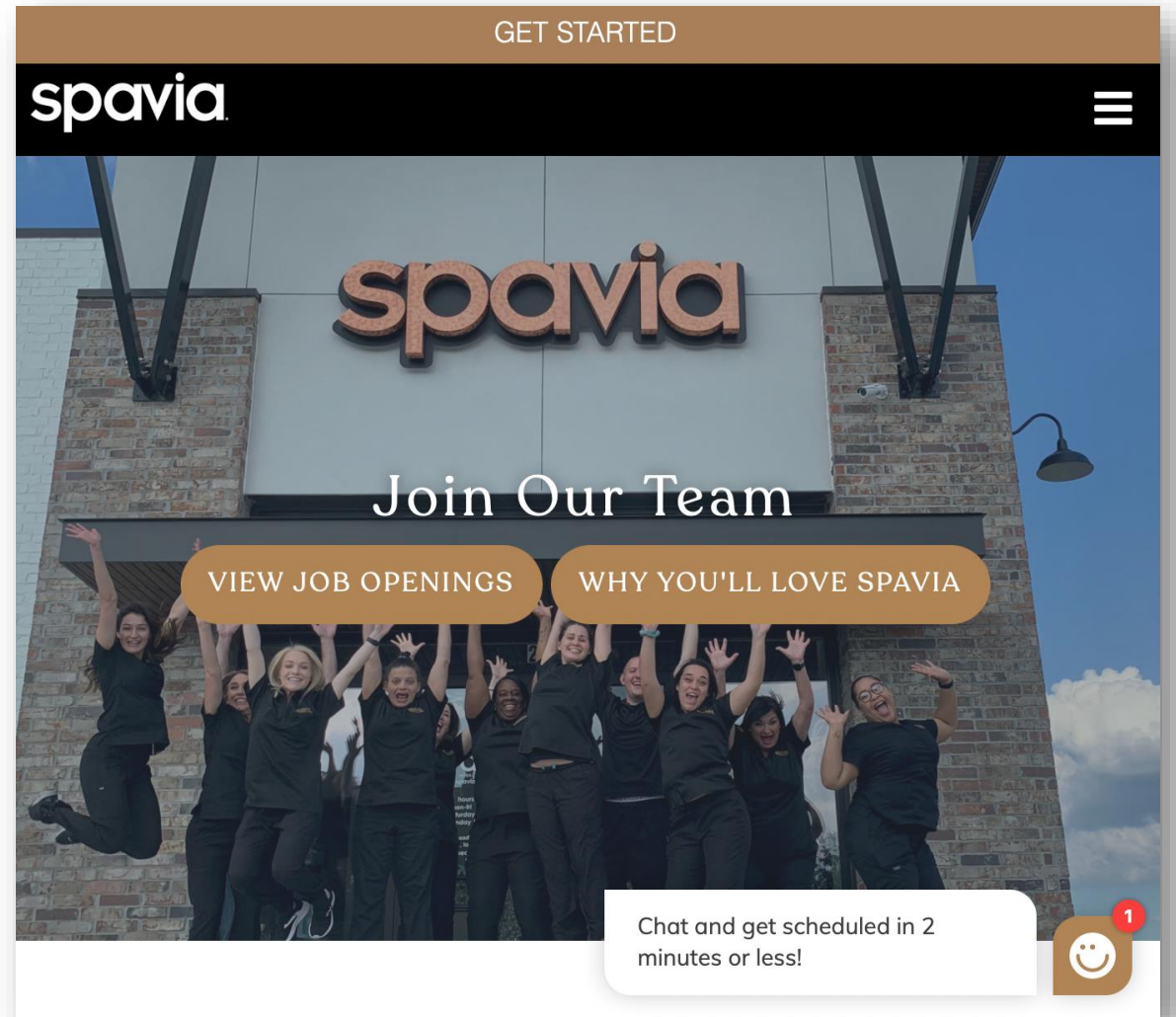
## Strategy #3

### **MAKE THE CANDIDATE EXPERIENCE FANTASTIC**

- Make it dead easy to find the job they want
- Great experience on any smartphone
- Fast and frictionless -- removing barriers to apply



# Make the Candidate Experience Fantastic



# Create a Hiring Advantage

## Strategy #4

### **USE DATA TO CONSTANTLY IMPROVE RECRUITING EXECUTION**

- Have the data that matters to the heavy lifters (ignore the rest of it!)
- Get it distributed and discussed weekly
- Be clear what the best practice benchmarks should be
- Repeat

Know the  
Data & Insights  
that Matter  
Today

### Cycle Times By State

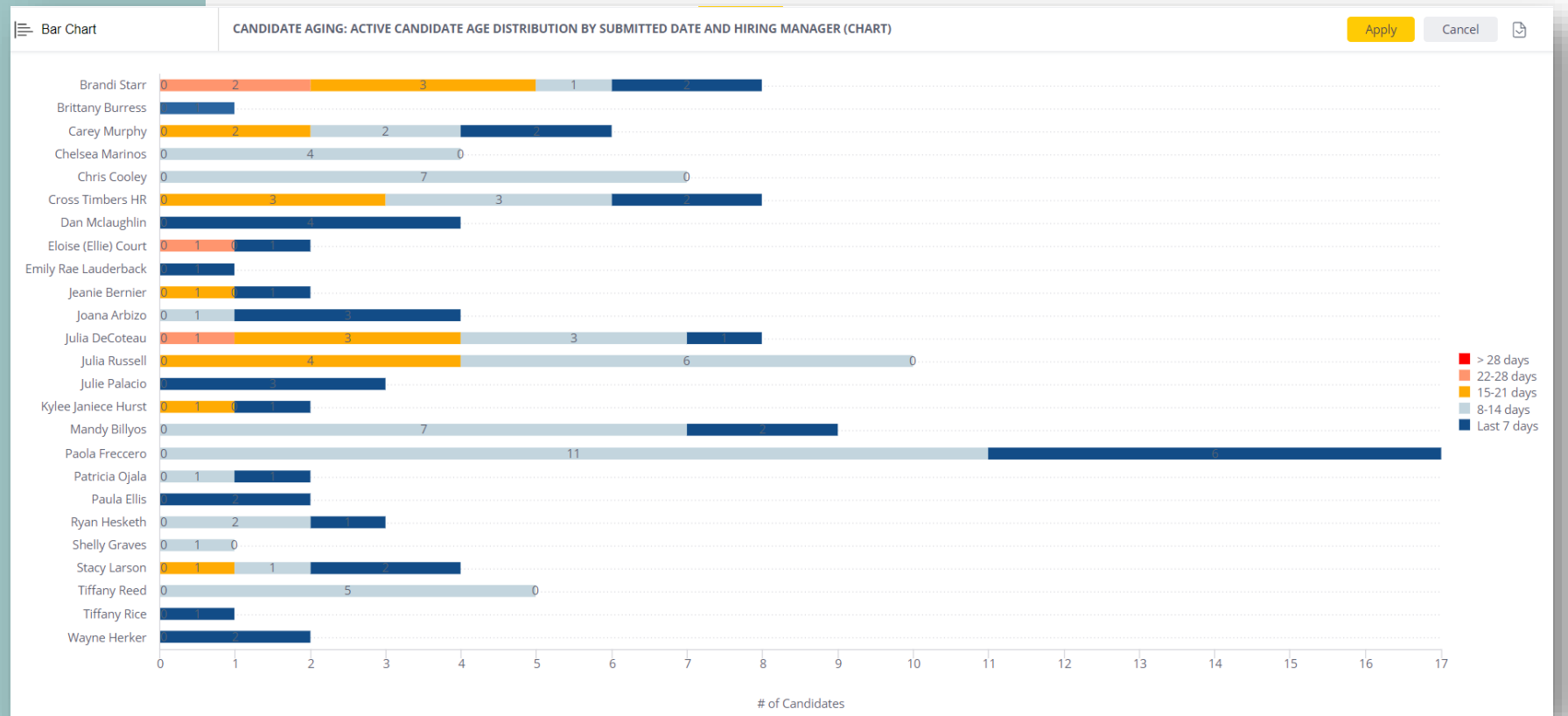
State	Average Business Days in Presented	Average Business Days in Accepted	Average Business Days in Interviewing	Average Business Days in Offer Pending
CT	2.86	2.73	4.53	3.45
FL	4.01	2.72	6.16	2.20
IN	0.59	0.00	6.09	3.14
MA	7	7	7.60	5.03
NH	5	5	10.05	2.44
OH	9	9	7.03	2.25
RI	2.74	3.49	4.65	4.50
Grand Total	2.11	3.27	6.24	3.64

State: IN  
Average Business Days in Presented: 0.59

### Cycle Times By Month

Month	Average Business Days in Presented	Average Business Days in Accepted	Average Business Days in Interviewing	Average Business Days in Offer Pending
January 2022	2.56	2.47	6.20	2.10
February 2022	1.90	2.94	6.08	4.13
March 2022	2.39	2.75	5.99	3.17
April 2022	2.38	3.10	6.98	2.62
May 2022	1.89	3.37	6.54	2.76
June 2022	2.35	3.23	5.72	4.93
July 2022	1.84	2.95	6.20	3.75
August 2022	0.85	1.60	2.97	1.42

# Know the Data & Insights that Matter Today





## Case Study: Value Proposition Over 4+ Years



“ I encourage anyone sitting in my seat to think about how much more PROFITABLE Talentcare will actually make you.”



WILLIAM TENER, CEO  
TRIANGLE VISIONS OPTOMETRY

- **Revenue Maximized**
  - *Fully staffed with clinical team members*
- **Staff Turnover Reduced**
  - *Predictive assessments*
- **Overtime Costs Decreased**
  - *Speedy engagement of best candidates*
- **Lower and Predictable Recruiting Costs**
  - *More effective internal recruiting team and efficient spend on job boards*
- **Constant Recruiting Process Improvement**
  - *Data-driven best practices initiatives*
- **Allowed Executive Focus on Growth**
  - *Through both new locations and M&A*

# Staff Hiring for Success

## The Bottomline

**Difficult conditions for hiring, compensating, and retaining talent will persist into 2023...**

**The only rational action is to compete harder for talent and create a hiring advantage by:**

- Diversify how you reach and attract jobseekers
- Build and defend a compelling employer brand
- Making the candidate experience fantastic
- Knowing the data and insights that matter today
- Constantly improve recruiting process for excellence





**Thank You!**

**Talentcare**

