

## **TEAM MANAGEMENT 3 IN 1:** *find, assess, retain*

### **HOW TO INCREASE THE FLOW OF CANDIDATES AND DEFINE THE BEST**

Alignment of the HR-brand with hiring opportunities of the company. Coca Cola, Pepsi and LG. How to "win" in hiring staff? Breakthrough in Mercedes promotion. Regional recruiting particularities on the case of the most successful Russian city (Tyumen) . "Healthy" mechanisms to strengthen teamwork and attract staff on a tight budget. Training entry-level employees or hiring skilled workers: cost estimation.

### **TOP 3 RECRUITING TRENDS**

Recruiting and copywriting in hiring. Ads that really work. 4 steps to the recruiting funnel that attracts employees. Headhunting: Russian-style. Aggressive strategy for recruiting the best talents. Searching and attracting candidates from companies in crisis. SMM-recruiting. Recruiting via social networks. Mass recruitment. Masspeople.ru for automated recruiting mailings to candidates. How to create a thread for future candidates?

### **EVALUATION. THE ABILITY TO SEE THROUGH**

6-cluster model of professional competencies: the essence of the model, advantages and disadvantages. Interview in 5 Steps. Elements of the assessment centre in the traditional interview. 4 low-budget evaluation methods. Case studies instead of traditional situational interviews. How to test a candidate in real life right at the interview?. Method "Out of Office". Going beyond the interview framework. Know how to draw parallels with the candidate: private life, sport, hobbies, leisure, food, etc. The format of a "dynamic" interview instead of a stress interview. Techniques aimed at revealing the truth about candidate: bluff, distraction, confusing questions, tempo adjustment, etc.

### **COMPETENCY-BASED INTERVIEW**

Classical approach in modern cover.

### **RETAINING STAFF. MOTIVATION ALL CAREER STAGES**

Counter offer. How to retain candidates who slipping away if they are crucially important? Various techniques. Adaptation. The first days are decisive. "Yellow" and "Crimson" trousers for candidates. From business games in DHL to "selfi"-adaptation in IKEA. Mentorship and coaching. How to choose a mentor. Mentor's motivation and control. "Sale" of mentoring in the company.

### **MOTIVATION. 15 FACTORS THAT MOTIVATE EMPLOYEES**

How to make employees smile both with money and without money. Status, recognition, environment, openness, traditions, fair process of promoting employees, freedom, life, habits, creativity, leisure, working conditions, compensation, challenge and love. State of flux. Csikszentmihályi's principles: anxiety against boredom, challenge-skill balance. Disney's method. Nyada video motivation. Motivation in LinkedIn. Cases of the TOP-500 companies: Virgin, SAS, Google, Red Bull, Mars, Yandex, Euroset, Lesobalt, Generals Mills, The Huffington Post, Lime, etc.

## **DISMISSAL**

Delicate dismissals instead of "hard". How to persuade an employee to leave the company in word and deed. Scripts of correct dismissals instead of "labor inspections".