— BECOMING AN EMPLOYER OF CHOICE

Reeling in the Right People



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Becoming an employer of choice

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Being an employer of choice - one which candidates place above others in their selection process - is what this document aims to help you progress toward being.

In real estate you have buyers' markets and sellers' markets. As employers we are the sellers (of opportunity) and our industry is very much akin to a buyers market currently, where the options for candidates are plentiful. As such, employers must model humility and recognise the onus is on you to be "active sellers".

Let's look at 5 ways you might make that happen … …

Amplify the Lifestyle

OWN THE OBJECTIONS

Speak into the reservations people might have about coming to your part of the world, the type of work they're required to do, living on-site, being in rural/remote communities.

If you acknowledge (some of) the perceived drawbacks, you de-power the argument and reduce the resistance.



OFFSET WITH THE REALITY

Many of these same things have significant upsides that might not be immediately apparent to a prospective applicant. Reframe their perceptions.

The hidden gems of your region, the transferable skills they'll acquire, the benefit of not worrying about finding a rental property or undertaking long commutes, the down-to-earth, genuine people that live outside metropolitan areas.



GET VISUAL

Use social media to show people what it's like to be where you are, doing what you do. Document the interesting, picturesque, compelling parts.

The quirky personalities of certain animals, the sunsets and landscape, working out in the sunshine away from hoards of people.



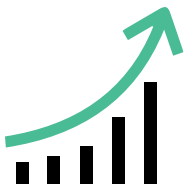
SHARE 'YOU"

Involve your team, show their interactions, their opportunities, their milestones, their progression and how you value them.

By getting familiar with how you operate and what you're like as people, others will note commonalities and like-minded individuals will self-select as candidates when vacancies appear.



Provide Pathways for Progress



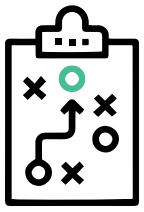
UP IS NOT THE ONLY WAY

Farming operations provide so much scope for growth, so ensure existing and potential team members understand the breadth of opportunities they can explore and expand on BEFORE they head up or out. Pasture, Breeding, Animal Welfare, Milking, Environmental, Infrastructure, Strategic planning, Machinery, Health & Safety, the list goes on.



TALENT OVER TENURE

While experience should always be respected, it should be clear that opportunity lends itself most to those who chase and cherish it. New additions should be made to feel that their chance could come earlier than others IF they show the requisite capabilities to take their chances and run with them.



PLAN THE GROWTH

Build a track record of assisting team members to reach their potential by working with individuals on their career development, and crafting opportunities to help them succeed. From short term learning objectives to long term aspiration based goals. By co-creating these progression pathways with your employees that are in alignment with the broader business objectives, the bond is tightened and tenure likely lengthened.



ROAD TO REDUNDANCY

Work with those who are progressing upwards in your business to “backfill their roles”. This requires them to coach others to take on their current roles and responsibilities. Thus, making themselves effectively “redundant” in their current capacity. Then they (and you) can rest easy in the knowledge their attention can shift with a much reduced likelihood of adverse impacts.

Embrace the Exit

STEPPING STONE

As counterintuitive as it may feel, embracing the notion that people will potentially move on to “bigger and better things” is a healthy and realistic way to view the employee/ employer relationship. New age employees will cycle through roles much more rapidly than was the case previously and this isn’t likely to change.

CREATE A WIN-WIN

Knowing the tenure might only be 24-36 months, create positive dialogue around the topic from early on in their time as an employee, and how you can ensure this has a strong upside for both you and them. Great experiences and learning in return for high productivity and discretionary effort. Fair trade!

BIO YOUR ALUMNI

Do you have any former star employees that have moved on to greener pastures and achieved great things?. Share their stories and leverage the positive perception this creates of you as a mentor and door-opener. Quality candidates will find this compelling as they look to emulate or exceed the exploits of these individuals.

LEAVE THE DOOR OPEN

As good people inevitably leave (for a multitude of reasons) be as grateful and gracious as possible. These people can be advocates for you out in the world or undermine your efforts to recruit and retain. They may also see the error in their ways as time moves on, don’t let pride or hurt feelings close that door entirely.





Create a Community

Create connection

Team members that view their coworkers as ‘friends’ are almost twice as likely to report as an engaged employee. Those people are more likely to stay and be more productive while they are there. Efficient and effective business practices are reliant on limited friction and collaboration.

Involve family

Opening events and activities to partners, dependants and loved ones enhances the relationships within the team. The more inclusive you can be the more likely tighter bonds are to be formed. Also, living in smaller communities it will be important your support network don’t feel isolated and have others to forge friendships with too.

Friends after five

Providing a range of opportunities to interact out of work time allows your people to show more of their true self and have different shared experiences. E.g. sports activities, trips, community events etc.

Go beyond self

Charity events, community enhancement initiatives or alike bring a feel good factor that further supports connectedness to one another and the broader support network. So engaging in these activities has benefits beyond giving.

Environment is Everything

BUILD INTERNAL ADVOCATES

Having existing team members that would be highly likely to recommend your business as a good place to work, if asked, is the best type of advertising you could wish for. In the internet age, prospective employees are much more likely to ask that question of your existing team than ever before.

RULES OF THE GAME

With core values and climate rules that underpin how your team think, act and interact it is much easier for them to navigate day-to-day challenges and anticipate how others will likely respond. This makes work a much less stressful, frustrating or confusing place to be. It also ensures those who join the team and easily understand and seamlessly integrate into those cultural norms.

COACHING CULTURE

We all bring our own set of strengths, so the willingness and ability of all your people to leverage this collective wisdom through sharing and teaching forward is a powerful tool in being an efficient and effective team unit. On the flipside, understanding what we don't know and have room for improvement in is also important. As is feeling comfortable to acknowledge and accept these factors. This is all part of a peer-to-peer coach approach.

CELEBRATING SUCCESS

Be it for the individual or the group, ensuring that good performances and outcomes are recognised in real time, and in the right way markedly increases the likelihood they happen more often. Success breeds success. Sometimes these will be harder to see and find, especially when factors outside our control work against us, but that's when these moments of reflection or gratitude are even more important and impactful.

PARTING THOUGHT

Ideas are cheap, execution is everything. It takes a team to win

- JOHN DOERR

The road to being an employer of choice doesn't require a commitment to all these things, all at once.

In fact, many who are viewed as 'choice employers' have few of these things entirely nailed. They have just made it their business to be better than most at a small number of them.

Where you start is up to you, we wholeheartedly recommend that you start small, but the most important thing is to just START NOW and don't stop!

(Even when you become a true employer of choice)