CDF Catholic Organisations Workshop

People and Talent - May 2023



Welcome

Matthew Cassin

CEO, Catholic Development Fund

Prayer of Acknowledgement

Holy Spirit, we invoke your blessing on this country and on us as we gather today.

We acknowledge the Aboriginal and Torres Strait Islander Elders of this place, both past and present, and the continued cultural and spiritual connection to the lands and waters.

We also acknowledge that our forbearers came into these sacred spaces, changing forever an older way of life.

Bless our Aboriginal and Torres Strait Islander brothers and sisters and bless us.

Help us to join our hands and hearts together.

Help us to heal one another and the land, so that our lives may flow with harmony and that we may live with love and deep respect.

Amen.

Workshop Agenda

- 1:30 – 2:00 – Luncheon
- 2:00 – 2:05 – Welcome – Matthew Cassin
- 2:05 – 2:10 – Introductions – Kristen Sikora
- 2:10 – 2.20 – Guest Presenter – Charmayne Thompson
- 2:20 – 2:45 – **Discussion 1: Recruitment & Onboarding**
- 2:45 – 3:10 – **Discussion 2: Mission, Values & Culture**
- 3:10 – 3:15 – Short Break
- 3:15 – 3:45 – **Discussion 3: Retention, Engagement & Formation**
- 3:45 – 4:00 – Summary and Close – Kristen Sikora

Introducing Charmayne Thompson

Wife, Mother, Sister, Friend, Executive Leader, Leadership Coach

Introducing Charmayne Thompson











Key elements

Planning	Marketing	Point of Difference	Strategy	Launch
Finding and hiring then retaining the best people possible	Why is our company so great?	What do we offer others can't?	In business, our success is determined by our ability to attract followers and keep them aligned	What does the applicant bring to the team, besides skill? i.e. culture etc.

Areas of Focus

Marketing the brand

- Aligning Values and Mission with winning strategies to keep ahead of the competition
- Capitalize on points of difference – i.e., the Church and the mission

Marketing your people

- Do your employees feel that they are your brand and contribute to your business success? If not why not?
- Do they know their why? (video)
- What do we need to do to keep them amidst the Great resignation post Covid?

  Forbes review Chauncey Crail writes “This so-called Great Resignation, spurred by the COVID-19 pandemic, has turned employment into a worker’s market. TikTok users have coined phrases such as “quiet quitting” and “act your wage” as employees find *community* with others who don’t feel properly *valued or appreciated* by their workplaces”


BREAK TIME
YouTube michaeljrcomedy

How we get there

Marketing the brand

- Clear vision of brand shared with all employees and external customers
- Values and Mission are part of every interview, meeting, formal discussion with internal and external stakeholders
- We don't only want to attract followers but find ways to keep them engaged and align them to a common purpose.
  (Dan Gregory CEO of The Impossible institute)

People Marketing

- Pursue and identify with them
- Provide the right resources i.e. time, training, choice (limits)and within reason others
- Recognise and reward- essential but not necessarily costly
- Support with actions not just words
- Make them feel appreciated and wanted and part of the big picture
- Make them an essential part of your branding and marketing

Keeping Them

- Cultivate one-to-one manager to staff interactions regularly
- Ask questions
  a) why work here?
  b) how to improve current experience?
  c) where do they see themselves?
- Reinforce their critical importance as part of the team no matter the role
- Flexibility in the workplace
- Support and mentoring
- Performance appraisal- do we need this?
- Staff training and development
- Regular staff forums (they want to hear about their business)

Top 15 Retention Strategies in 2023 (Forbes)

1. Offer Competitive Base Salaries or Hourly Wages
2. Let Your Employees Work From Home
3. Provide Flexible Scheduling and Reduced Workdays
4. Encourage and Promote a Work-Life Balance
5. Recognize and Reward Your Employees for Their Work
6. Create a Culture That Employees Want To Be Part Of
7. Build Employee Engagement
8. Create an Emphasis on Teamwork
9. Reduce Employee Burnout
10. Provide Wellness Offerings
11. Give Other Job Perks
12. Foster Growth and Offer Professional and Personal Development
13. Hire for the Cultural Fit
14. Manage for Retention
15. Know When It's Time To Say Goodbye

Discussion 1

It all begins with a good recruitment strategy; from crafting ads, to leveraging networks and the importance of onboarding

- Planning – finding and hiring
- Marketing – why is our company so great?
- Point of Difference – what do we offer others can't?
- Strategy – maintaining alignment
- Launch – beyond skill, what do people bring to team culture?
- Onboarding – initial engagement

Discussion 2
Embedding Mission, Values and Improving Culture

- Do your employees feel that they are your brand and contribute to your business success? If not, why not?
- Do they know their why?

- Are Values and Mission part of every interview, meeting, formal discussion with internal and external stakeholders?

- What opportunities do you provide for Formation?

Discussion 3

Retaining employees in a competitive marketing; opportunities for engagement and motivation

1. Responsibility: creating trust and provide responsibilities that enable growth
2. Respect: positive experiences and feelings
3. Reward: speaking to emotional needs, beyond monetary compensation
4. Rest: leave policies, encouraged leave, parental leave etc.

Summary

- 3 Takeaways
- Minutes / Evaluation

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Next CDF Workshop

Date: Thursday 10 August 2023

Time: 1:30pm (lunch), 2:00pm – 4:00pm (meeting)

Location: TBA

Theme: Marketing and Communications