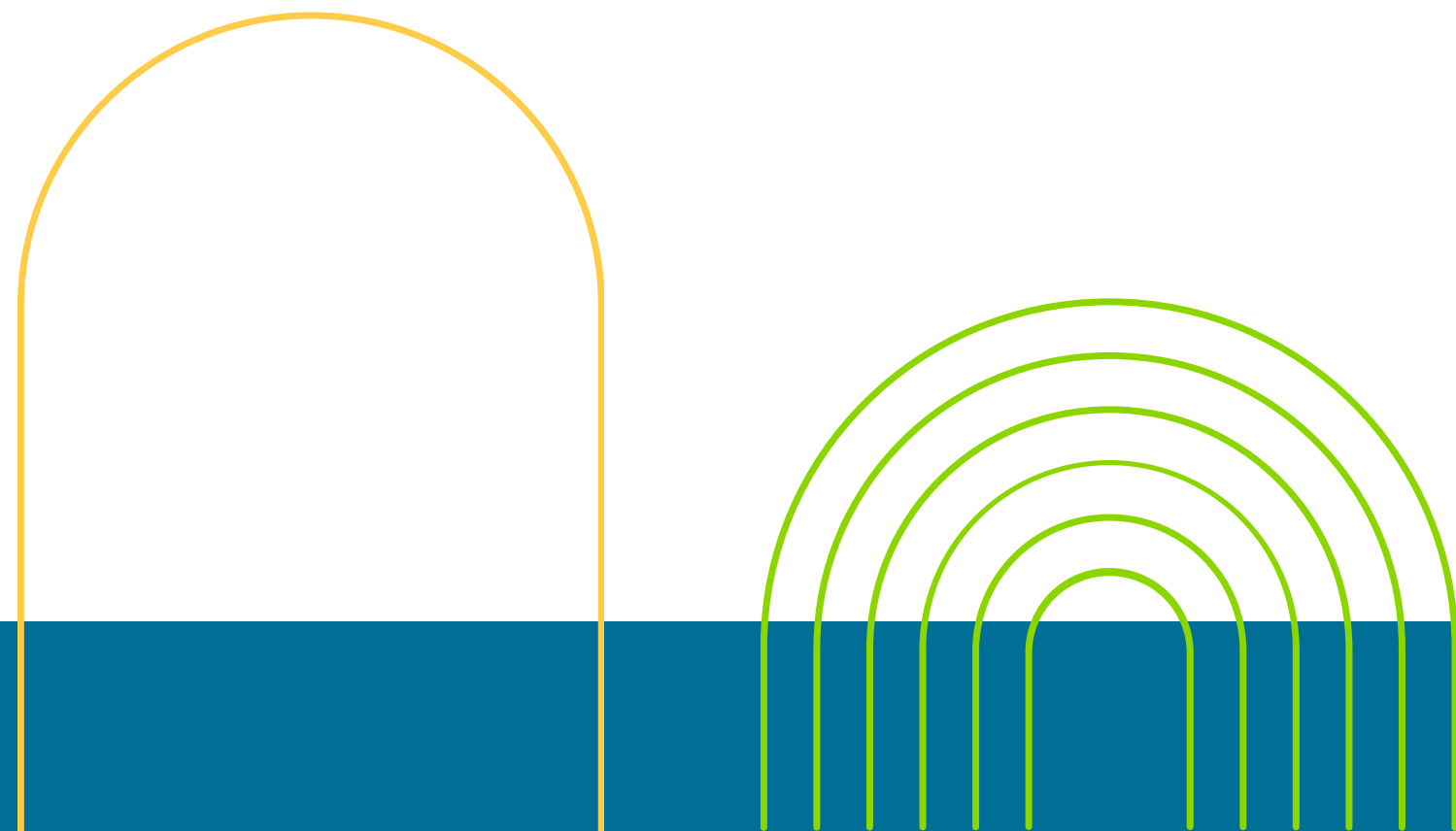


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HR ESSENTIALS: MANAGING PEOPLE IN NON-PROFITS

Christine Stevens, CHRE





ABOUT ME

A career spanning over 35 years and covering a variety of roles from customer facing to executive in a variety of industries including finance, crown corporations, technology, health care and not for profits. I have backpack of skills and a few tricks I have picked up to bring to teams and leaders along as I help them build and change their businesses. I have a particular passion for the employee value proposition, leadership development and change management. I have been freelancing for the last 5 years.





TOPICS

CONSIDERATIONS IN CREATING A CULTURE THAT
ENHANCES EMPLOYEE ENGAGEMENT

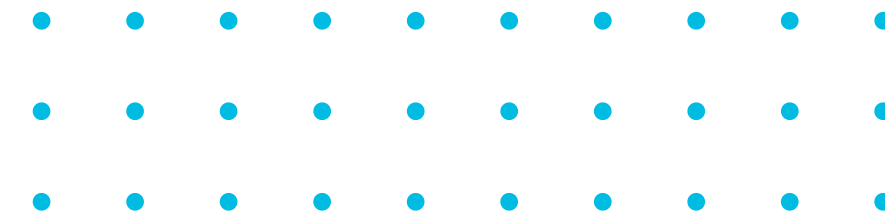
EFFECTIVE RECRUITMENT STRATEGIES AND RETENTION TECHNIQUES
TAILORED TO THE NON-PROFIT SECTOR

UNDERSTAND PERFORMANCE MANAGEMENT PRACTICES, INCLUDING
FEEDBACK AND APPRAISALS, TO MOTIVATE AND RETAIN STAFF

Agenda



01. INTRODUCTIONS
02. EMPLOYEE ENGAGEMENT
03. EFFECTIVE RECRUITMENT STRATEGIES
04. PERFORMANCE MANAGEMENT PRACTICES
05. OPEN FORUM FOR QUESTIONS



Engagement over the Years

	1980s	1990s	2000s	2010s	2020s
Engagement Drivers	Job Security	Work-Life Balance	Technology Integration	Cultural Fit	Mental Health
	Training Programs	Empowerment and Teamwork	Diversity	Employee Engagement Surveys	Hybrid Work
	Limited Communication	TQM	Career Development	Coaching	Purpose and Values



EMPLOYEE ENGAGEMENT

- The level of enthusiasm and dedication employees feel towards their jobs
- Used as a benchmark in surveys to measure the pulse of an organization

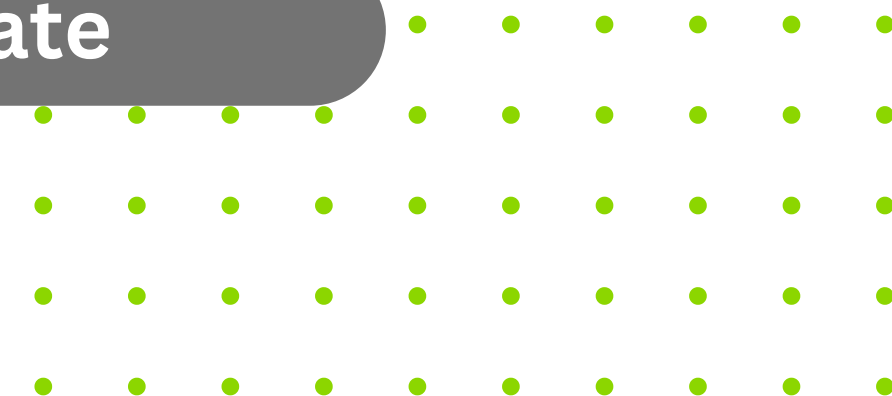
Care

Connect

Coach

Contribute

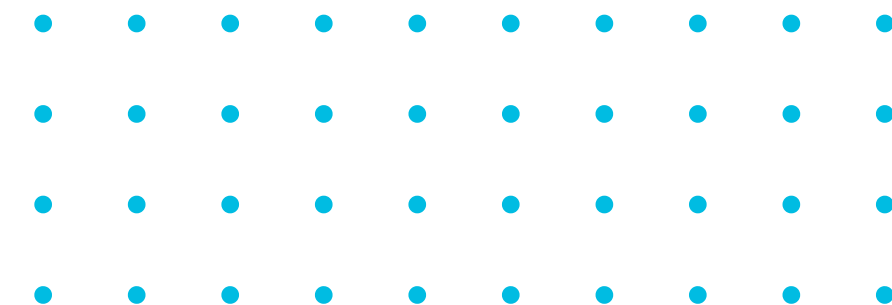
Congratulate





EMPLOYEE VALUE PROPOSITION

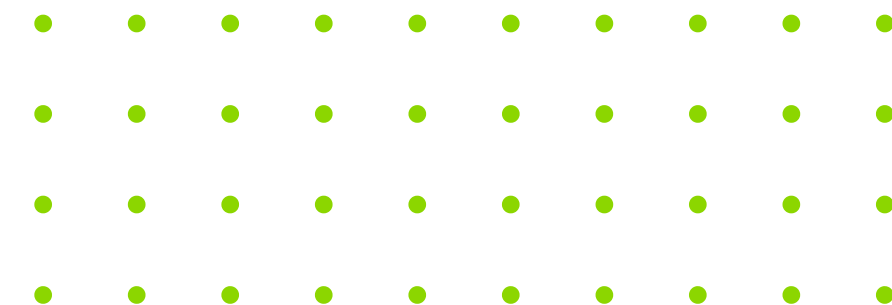
- How an employee experiences everything about what they have going on with their coworkers, team, boss, leader, and their organization.
- The promise made to employees – the culture
- Regaining traction as employers look to become more competitive with their employee base, positively impacts recruitment and retention





BUSINESS CASE FOR EVP

- 80% of workers would rather have access to more perks and benefits than a salary increase (Glassdoor)
- Organizations that deliver on their EVP decrease employee turnover by almost 70% (Gartner)
- The true cost of replacing an employee is between 50% –200% their annual salary (Gallup)
- Strong company cultures drives productivity and decreases absenteeism
- As effective EVP increases the likelihood of employees acting as brand ambassadors by up to 47% (Gallup)





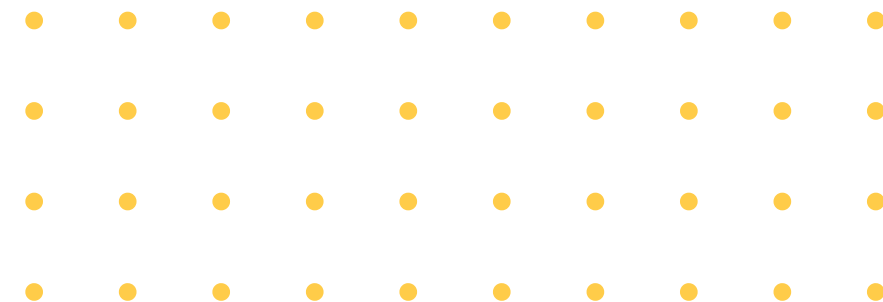
ELEMENTS OF THE EVP

- Compensation
- Career Development
- Work Life Balance
- Company Culture and Mission



EVP DRIVERS IN NFP

- Mission and Values
- Compensation – perks
- Work Environment
- Job Security and Stability





Effective Recruitment Strategies

RECRUITMENT

PROCESS



BENEFITS



RECRUITMENT

PROCESS



- Engaging job description
- Showcase your EVP

BENEFITS



- Branding
- Diverse Talent Pool

RECRUITMENT

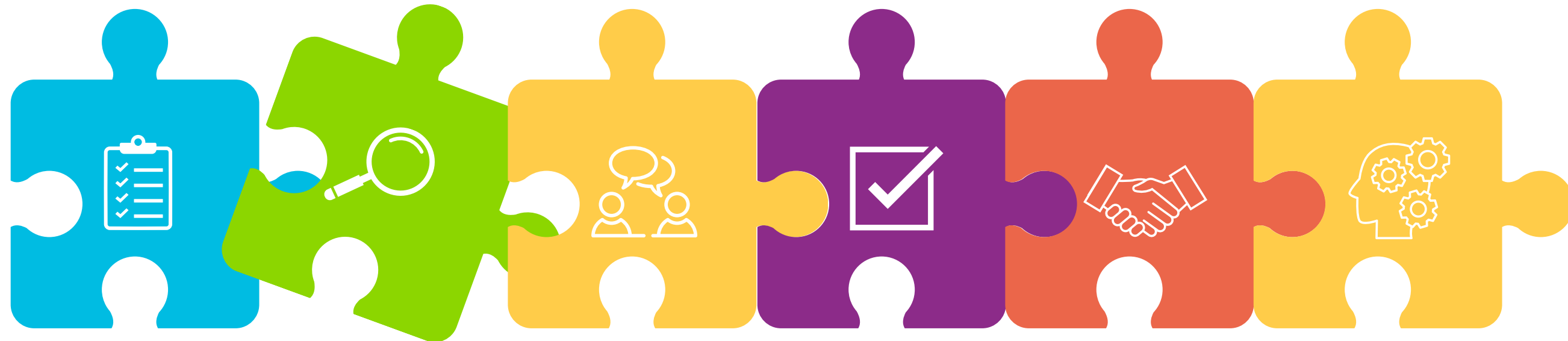
PROCESS



- Engaging job description
- Showcase your EVP

- Social Media Platforms
- Networking Events
- Referrals
- Job Boards

BENEFITS

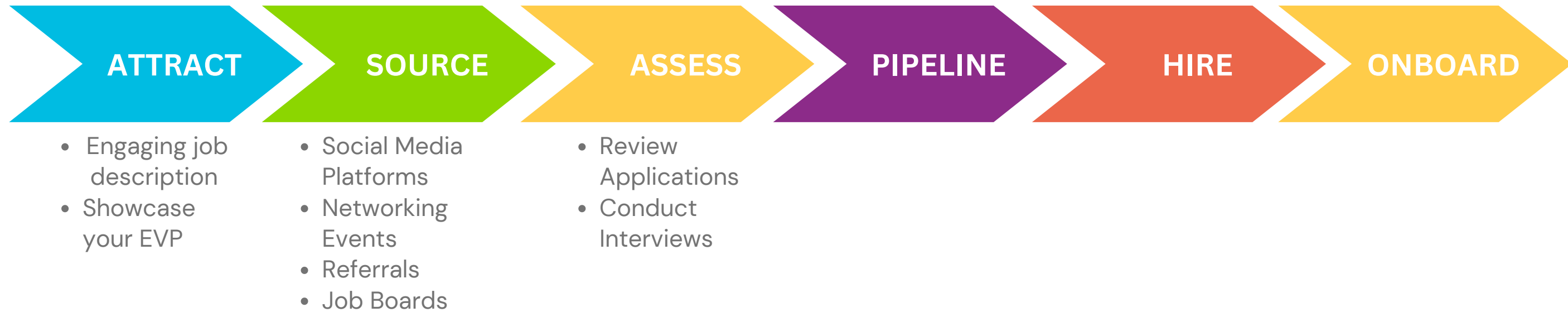


- Branding
- Diverse Talent Pool

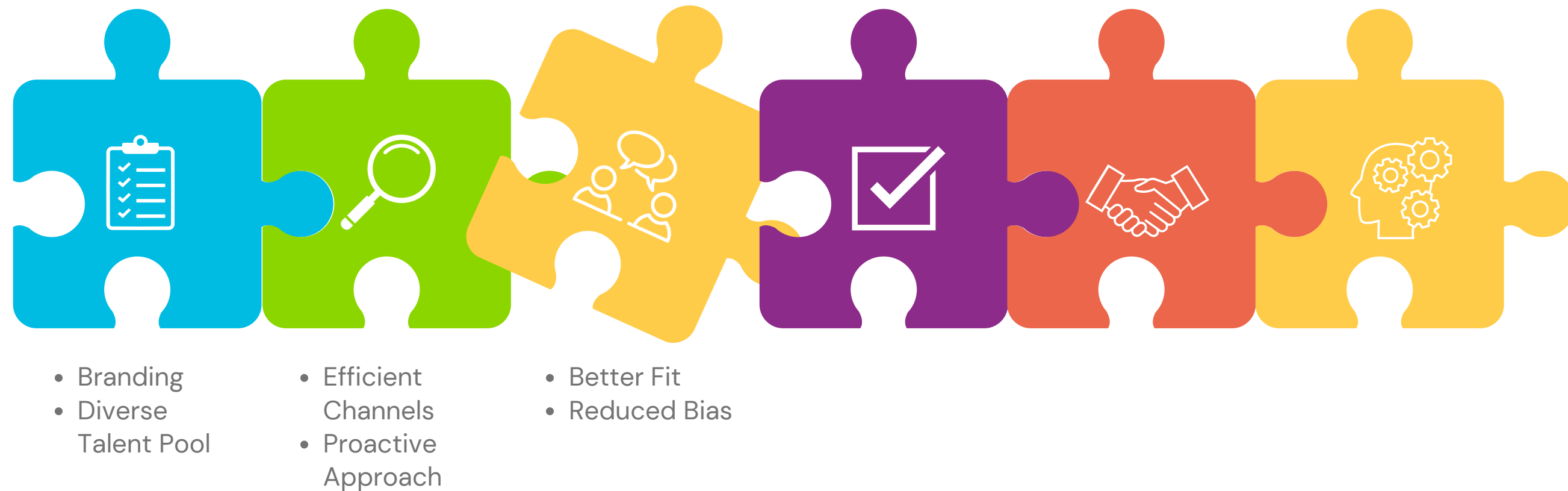
- Efficient Channels
- Proactive Approach

RECRUITMENT

PROCESS

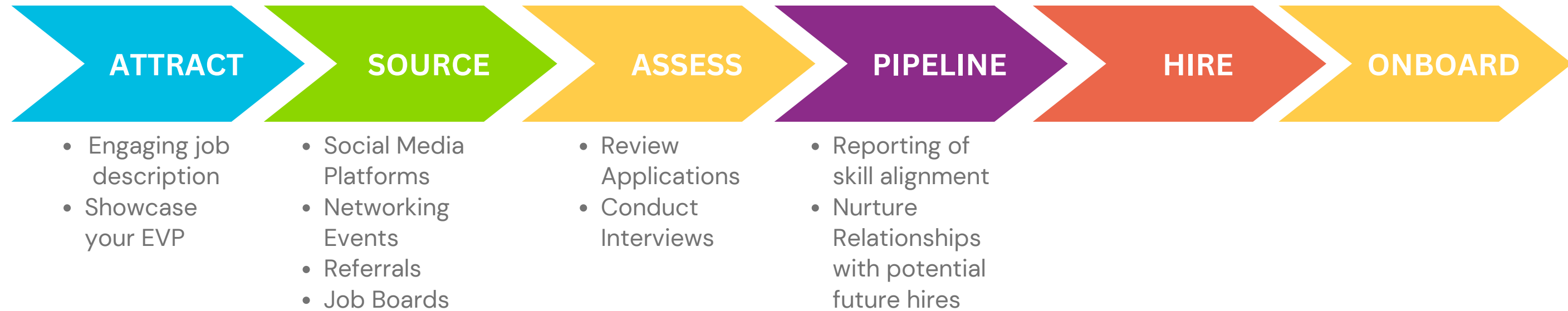


BENEFITS



RECRUITMENT

PROCESS

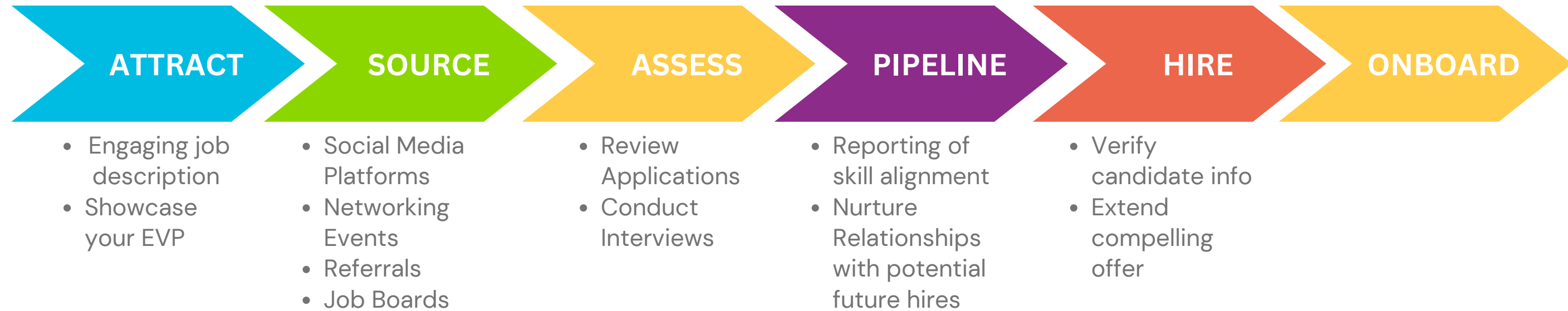


BENEFITS



RECRUITMENT

PROCESS

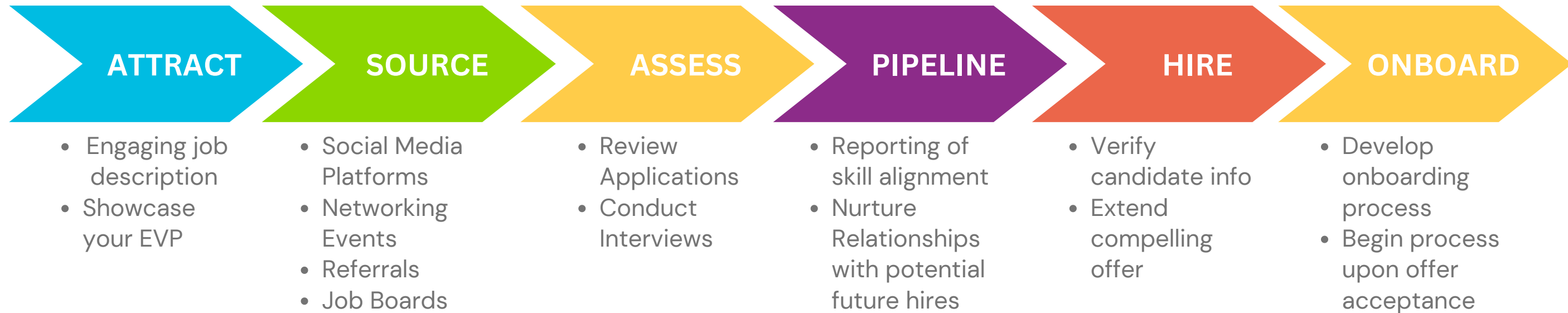


BENEFITS



RECRUITMENT

PROCESS

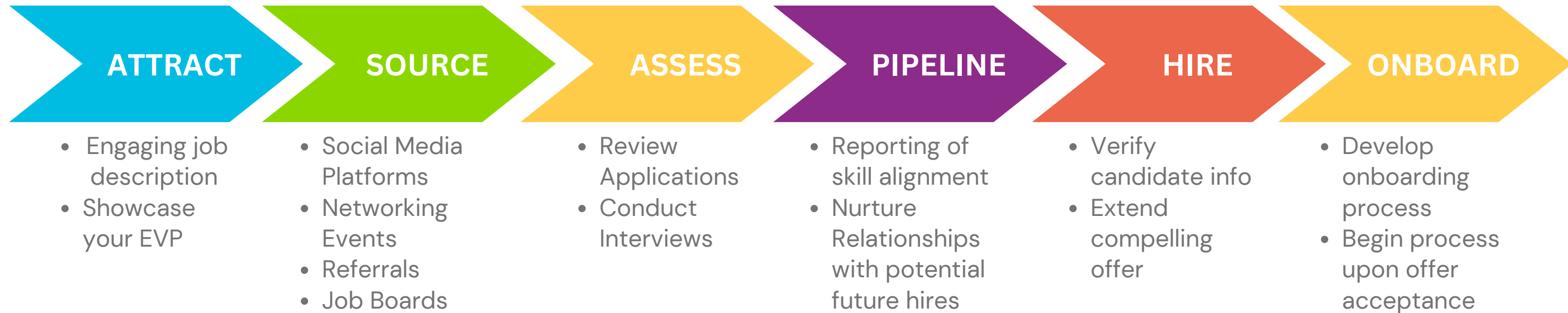


BENEFITS



RECRUITMENT

PROCESS



BENEFITS



NON-PROFIT RECRUITMENT STRATEGIES

1

MISSION DRIVEN RECRUITMENT

Clearly communicate the organization's mission and values in job postings and during interviews.

This attracts candidates who are passionate about the cause and align with the organization's goals.

2

LEVERAGE VOLUNTEER NETWORKS

Utilize community connections and existing volunteers to spread the word about positions.

Volunteers often have a strong commitment to the organization and can help identify potential candidates.

3

DIVERSITY & INCLUSION

Prioritize diversity in recruitment efforts by reaching out to a wide range of communities and ensuring that job descriptions are inclusive.

A diverse workforce can enhance creativity and problem-solving.

4

FLEXIBLE & REMOTE OPPORTUNITIES

Offer flexible work arrangements and remote opportunities, if feasible.

This can attract a broader range of candidates, especially those who have other commitments such as caregiving or studies.

5

COMPREHENSIVE ONBOARDING & DEVELOPMENT

Provide an onboarding process that helps new hires understand their roles and the organizational culture.

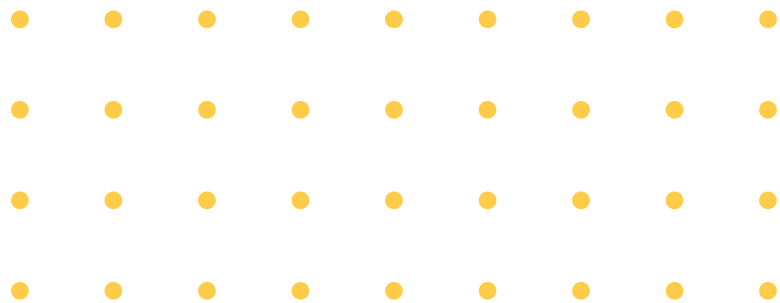
Invest in ongoing professional development to retain talent and foster a committed workforce

PERFORMANCE MANAGEMENT PRACTICES

HR performance management is a strategic approach to maximize employee performance by:

- setting clear goals,
- assessing performance,
- providing feedback,
- and enhancing skills.

Which helps link the organizations objectives with individual efforts with organizational goals





Performance appraisal process was introduced in the 1980's and involves evaluating the employee's past year performance using predetermined criteria and providing feedback on areas of improvement.

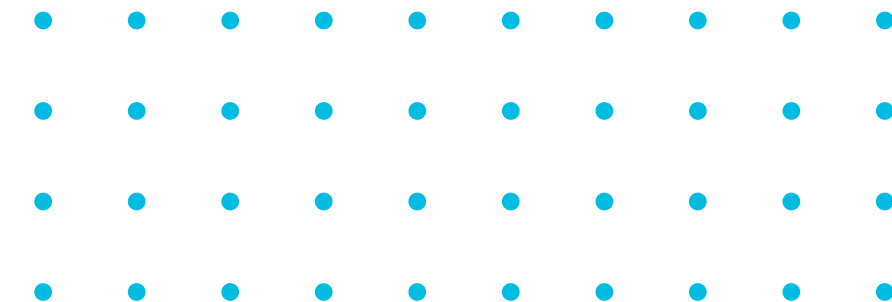


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Today, supported by technology performance management is seen as a continuous process that is future focused on improving employee performance and achieving organizational goals.

CURRENT BEST PRACTICES

- Continuous Feedback and Check-Ins
- Goal Setting with OKRs
- Employee Development Focus
- Performance Ratings and Rankings





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