

2022 LEADERSHIP

PROGRAM

RECRUITING & RETENTION



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STEP 1



BE STRATEGIC



Be Strategic

Know the top players and their history (within our industry)

- Ask clients for recommendations
- Keep track of rising stars in sales/escrow assistants

Organic recruits (outside our industry):

- Medical/Real Estate/ Finance/Legal
- Athletes
- Special forces/Army/Navy

Create a dossier of personal/business information about each one of your recruits

- i.e. where they grew up, where they went to school, their likes, interests, hobbies, relationship status, pets, etc.
- This information can be attained from many sources: business professionals, mutual friends, acquaintances, and social media.



The more you know about your target recruit, the easier it is to open the conversation

STEP 2



MAKE THE CALL



Make the Call

You can't create a relationship until you make the initial connection.

Only requires a 1-minute call

After the initial call, you can connect in social ways at industry events.

If the original call ends up in leaving a voice mail, it needs to have a sense of urgency and importance = **no details**, just a...



CALL TO ACTION

STEP 3



SCHEDULE A 1-HOUR LUNCH



Schedule a **1-Hour Lunch**

After the first connection, all efforts need to be focused on **GETTING THE LUNCH.**

- **This meeting is and should be all about adding value to their career!**
 - Understand your recruit's mindset
 - What motivates and drives them
 - Current challenges with the present company
 - Short and long-term personal and professional goals
- **Begin the discovery on compensation.**



STEP 4



GET A 2-3 HOUR DINNER



Get a **2–3 hour dinner!**

The “**dinner**” is the platform to take the relationship to **the next level.**

Discuss compensation in more detail and sell yourself and your operation’s finest attributes.

- Strength and stability of the company Employee benefits (Health, 401K, ESPP, etc.)
- Our entrepreneurial culture and growth potential
- Wealth building Proforma covering 10 years- ESPP Rewards/incentive programs
- Coaching programs
- Tools, technology, and resources



STEP 5



DRINKS OR DINNER WITH
SPOUSE/SIGNIFICANT OTHER



Drinks Or Dinner With Spouse/Significant Other

The importance of including spouses and significant others is crucial, because such career moves impact the whole family.

- Make sure you actively listen and observe. This is your opportunity to glean insight into their pain points.
- Observing your recruit's interaction with their spouse, is a great insight into how they collaborate and their leadership role in the family.



STEP 6

PREPARING FOR TURN DOWNS & FOLLOW-UPS



Prepare for turn-downs/follow-up

Recruiting can be a long courtship:

- Be patient
- Be considerate
- Time block for recruiting
- Implement an **8-step** touch: Call, text, email, video, card/gift, face time, handwritten notes and social media
- Don't harass and become annoying
- Make every touchpoint intentional with a value that can contribute to their lives and careers
- Make sure they know you are here, and are the 1st call when they consider leaving their current employer



STEP 7

PREPARE RECRUIT FOR WHAT TO
EXPECT FROM CURRENT
EMPLOYER



Prepare recruit for what to expect from current employer

Walking your recruits through what they will potentially face from their employer is extremely important. This psychological preparedness will increase your chances of securing the hire.

Types of tactics to prepare your recruits for:

- They will be offered more money
- They will play on the emotional factor, like guilt and regret
- They will speak ill of our company
- They will be told that their clients won't be satisfied





STEP 8

RECRUITING BEST PRACTICES



Recruiting Best Practices

- **Have a clear and detailed plan** of your recruiting goals
- **Follow-up meetings face to face** and at industry events. Neutral grounds are less threatening and keep the conversation going
- **Set your calendar alert** to touch base with all prospective recruits
- **Engage with your recruits** over social media, complement them and comment on their posts

Work with your marketing team on Recruiting packages



[View eBook](#)

STEP 9

A group of business professionals in a modern office setting. A man on the left is on a mobile phone. A woman in the center is shaking hands with a man. To the right, a man is looking at a document, and two women are standing together, one holding papers. The scene is lit with natural light from large windows, creating long shadows on the wooden floor.

ONBOARDING AFTER SUCCESSFUL RECRUITING



Onboarding after successful recruiting

Successful onboarding is important to ensure a stress-free transition for your recruits

- Set up a meet and greet with important people in the office
- Set-up training: sales, marketing, escrow, title, etc.
- IT Setup and computer
- HR Contracts, W4s, benefits
- Orientation of resources and organizational charts





RETENTION



After we make the hire, we keep that staff member engaged, inspired, and focused on our shared goals.

Ongoing success depends on the ability of a firm's executives to build teams and execute the company's vision.

It is also dependent on
leadership...



Today I would like to share with you **Randy Quirk's 8 tenets of leadership**



Know your business
and embrace a
strong work ethic



Build a team
and know when
to get out of their
way



Generate respect
vs affection



Don't hide
from difficult
decision



Anticipate and
communicate
challenges



Keep score
and share
success



Understand the
value
of integrity



Never phone it in!
If you're a
business leader
people will
notice!



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THANK YOU!