

# Spano | Pratt

## Executive Search

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### Cultural Fit and the Company Ambassadors

It's not the quantity but the quality that counts when it comes to applicants. Therefore, the goal is to position your employment brand to attract the right type of individual that thrives in your organization's culture. These "ideal employees" who thrive at your organization, are the Company Ambassadors; a benchmark for what you want to attract. Effective company ambassadors are engaged in their work and increase your exposure to the right talent exponentially without adding additional time or steps to your recruitment and social media efforts.

In order to do this, you will want to profile your top performers and understand things such as where these people go to get their information so you can target similar venues to promote your talent needs. What do they read? Where do they socialize? What schools did they attend? What previous employers might they have in common? Answers to these questions provide valuable clues and direction on where to focus your recruitment energy. Albeit if your organization is lacking in diversity, you will want to determine why and create a strategic recruitment plan to address that deficiency. Diversity in the employee population creates diversity of thought, an excellent and powerful business case for investing in this plan.

Statistics are showing that only about 1/3<sup>rd</sup> of employees are engaged in their organization. This is a scary and daunting statistic pointing to serious retention issues when the economy recovers. Because of the poor job market, many employers have become lax in the process of engaging their employees with the end goal of retaining them and the current goal of increasing ambassadors and using their powerful networks to assist in the challenging talent attraction process.

Here are some tips that will enhance your employment brand and create more effective Company Ambassadors that are engaged and represent you in the community.

- Hold managers accountable for the attrition and diversity of their teams.
- Encourage learning and professional development
- Have a transparent and open style regarding company business
- Listen to employees – have a "best idea" contest
- Survey employees for satisfaction but DON'T do it if you don't plan to change based on the results
- Have an effective mentor program – "have a mentor and be a mentor"

- Encourage employees to use social media tools like Linked In to highlight their professional status, and your company and improve their own networks – which in turn expands your network and exposure
- Create a Face Book page for your organization that highlights company accomplishments, a special performer, employee of the month, awards, etc... (Often better handled by marketing than human resources)
- Encourage employees to use their network to announce your open positions

As it gets harder to find talent, you want to create a culture of messengers who are passionate about your company, services and products that can provide solid testimonial about your employment brand. This is a way to work smarter and not harder in attracting the right talent to your organization.