☑ *Worksheet for Employee Recruitment and Retention*

As explained in the course, recruiting and retaining employees is dependent on the many factors that are derived from your business's goals. This worksheet is designed to help you think about this course's topics and how they relate to your business. Recording your thoughts and ideas now will help you plan for the future, and make it easier to address recruitment and retention issues when they arise.

Brain Drain:

Over time your employees build knowledge structures and support mechanisms that help your business succeed. Losing employees leads to "brain drain," which may result in the loss of very important process-oriented information.

In the space below, list potential consequences that your business would face as a result of a "brain drain."

Next, list a possible solution to help curtail or reduce the impact of "brain drain" consequences you listed above. (e.g., develop a Standard Operating Procedure, SOP, for your business, etc.). Write down any To-Do Lists or key people to help you reduce this impact on your business.

Recruiting:

In the space below, list the type of potential hire (seasoned employee or recent graduate) that is most appropriate for your businesses positions. (for example, an Office Receptionist=recent graduate or Accountant=seasoned employee.)

Where will you go to recruit these employees? (e.g., a local university job fair or industry group, online recruitment events, LinkedIn, etc.). Use the space below to write down your ideas.

Recruiting All Potential Employees

Have you established company values that may attract your target workforce? If so, list them below. If not, consider developing values for your company that can be showcased and integrated into your business culture, your website, and your customer and professional communications. Doing so will help potential hires determine whether your company is a good fit for them, too.

Recruiting All Potential Employees (Incentivize Potential Applicants):

What types of incentives do you currently offer to recruit employees?

What types of incentives might be better to attract the right employee for your business?

Retaining:

Hiring employees to fill a vacant position takes time, money, and lots of energy! For this reason, some businesses do all they can to avoid vacancies by offering various incentives to retain their employees. If you focus on your employees' well-being, security, and engagement, they may be more likely to stay with your company.

What types of retention incentives do you currently offer your employees (vacation, sick leave, health insurance, employee recognition program, etc.)?

How can you best convey these incentives to your employees (e.g., communication, education, etc.)?

Think about your answers above. Is there room for improvement? What can you do to make it easier to retain your employees? What are your business's challenges?

The course mentions professional development as a retention strategy. Do you have a strategy for employee development? What incentives do you or can you offer current employees to further their professional development and capacity?

RESOURCES:

This worksheet is intended to help you document your ideas and possible solutions to common challenges small businesses face daily. You're not alone! If you'd rather talk to someone, the SBA has a broad network of skilled counselors and business development specialists waiting to help you. Below is a short description of our resource partners:

- There are more than 1,000 **Small Business Development Centers (SBDCs)** located around the country. SBDCs provide management assistance to current and prospective small business owners.
- **SCORE** is a powerful source of free and confidential small business advice to help build your business. More than 10,000 SCORE volunteers are available to share their experience in lessons learned in small business.
- **Women's Business Centers (WBCs)** assist women and men in achieving their dreams by helping them start and run successful businesses. Some 90 WBCs are located around the country.
- The **SBA** has over 60 D**istrict Offices** located throughout the country to help you start and grow your business.
- The **SBA Learning Center** is a powerful virtual campus with online training, videos, tools and links to local resources.

Find your local resource using our handy zip-code tool: www.SBA.gov/local-assistance

For more information about SBA programs and services, please download the *2014 Resource Guide for Small Business*, available for download at the following URL:
http://www.sba.gov/about-sba/what_we_do/resource_guides