

Sandyford Innovation Forum – “Recruitment & Retention” - 9th May 2019

Sli.Do Questions & Responses

During the Innovation Forum, questions were submitted to our speakers via the Sli.Do app (www.sli.do). Below is a selection of the questions and responses.

1. Top 3 tips for attracting and retaining quality talent

Gary - 1) think about where your target audience is spending its time. 2) Make sure you utilise the networks of your employees and alumni to find great talent. 3) Look at your recruitment process and simplify it, to ensure you make it as quick and easy for candidates to connect.

John - It is really important to define your culture and clearly communicate your employee experience so employees know what to expect.

Take time to make sure employees / recruits will fit into your culture

If you have a good workplace you need to communicate that through a well devised employer brand

The three biggest areas that we see is Culture, Trust and Wellbeing. (Coupled with an overall culture that supports learning and gives people control and flexibility in how they do work.)

2. Do you think it is worth paying 15% for the right candidate for a hard to fill key role a role?

Gary - In general yes, but it will depend on each individual company's needs and budget.

3. What is a typical cost model for the HireUp service?

Gary - It is a SAAS pricing model. You pay a set fee per month and €1 per employee per month.

4. Can changes within a company on green issues, waste, canteen, cutting out single-use plastics, etc and team building on these issues increase the attractiveness of your company, particularly to millennials, and in future Gen X?

Gary - It can assist but it will not be the only reason for choosing your company. An exciting role, chance to gain more experience, salary and on- going training all have an effect.

5. How does Hire-up work?

Gary - HireUp is an employee referral app available on mobile or web browser. HR send push notifications to employees, who then share job roles through any social channel, with contacts in their network. Applications are tracked through HireUp who keep HR, Candidates and Employees updated on progress. [click here to view a video explainer https://youtu.be/LFntsUZf_Gw](https://youtu.be/LFntsUZf_Gw)

6. Regarding smart working, what oversight is required to manage possible employee tax obligations E.g. spending school holidays abroad/ UK, etc please?

Tarah - The Revenue are the best people to answer this. If you are implementing a smart working policy across the business, you can include information on time working in and outside the country as part of it.

7. Many candidates are living in D1 and D7 areas and don't want to travel to Sandyford. Any ideas how to attract them to the area?

John - It would be wonderful to see a lot of companies in Sandyford officially Great and Healthy – then you could promote in total as a Great and Healthy Place to Work

www.greatplacetowork.ie

www.healthyplacetowork.com

Tarah - One way is to offer smart working options so they do not need to travel across the city on a daily basis. They can work from home, a co-working hub or a hybrid model.

8. What can we do to attract home the talent from abroad that emigrated in the difficult years?

Gary - HireUp is doing exactly that for customers, using your own employees' connections, many who took a similar course at Uni, to inform friends abroad of opportunities to come home.

9. Lots of the largest employers in Ireland aren't in the top 20 2019, e.g. Microsoft, Google, IBM are all absent. They've been there before but not now. Any reason?

John - Often times companies pop in and out of the process. Sometimes they lose certification or list status because their results drop. It is difficult to stay sustainably great and for your employees (who know the real story) to feel that every day.

10. How important is training in companies? Is it just lip service from HR?

Gary - Training helps you recruit for positions internally rather than externally so it's vitally important. Is it HR lip service? That really depends on the company.

11. How can you create a development path to help retain someone who is a skilled and reliable employee but perhaps doesn't have management skills?

Gary - Get them on a training programme to give them the chance to develop the management skills needed.

12. Do you think wellness programmes contribute to employee retention?

Gary - If run correctly, I'm sure they can have an effect, but retention is very much down to culture and the individual feeling valued and a sense of belonging.

13. What are the panel views on bringing non-exec directors/advisors onto established management teams to introduce fresh ideas/challenge the thought process?

Gary - We've used non-execs and found it beneficial. Someone with a different point of view who can assess ideas and progress impartially can be vital for good decision making.

Gary Berney, Sales & Marketing Manager, HireUp

Tarah Goldrick, Head of Retention & Channel Distribution, Vodafone Ireland

John Ryan, CEO, Great Place to Work