

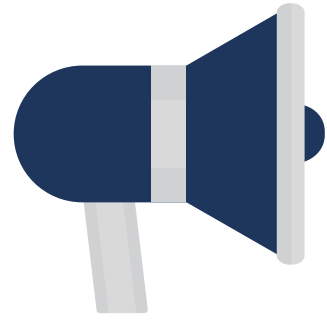


CANDIDATE & EMPLOYEE JOURNEY

STEP 01

ATTRACT

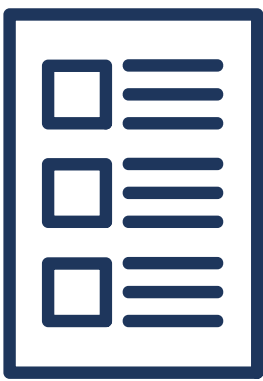
According to AEC firms identifying qualified candidates is by far the largest difficulty in the hiring process.



HIRE

Only 52% of firms report that their hiring needs are not within the capabilities of in-house HR/Recruitment staff.

STEP 02



ONBOARD

68% of AEC firms are reporting that they do not have any formal HR/Recruitment budget.

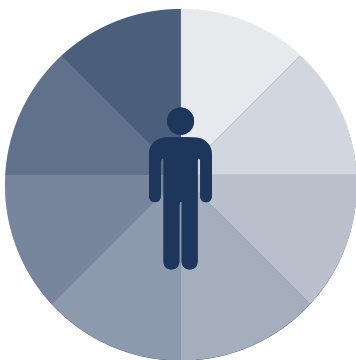
STEP 03



DEVELOP

77% of AEC firms reported not having a defined career track for professional advancement.

STEP 04



FEEDBACK

Less than half of AEC firms are reporting they conduct an annual employee review

STEP 05



ENGAGE & RECOGNIZE

Majority of firms are failing to recognize exceptional employee efforts outside of a public announcement or spot bonus.

STEP 06



For more stats & information refer to Zweig Groups 2019 Recruitment & Retention Survey

Let Zweig Group Help You Win the Talent War!
Executive Search & Employee Development Services:
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THE BIGGEST CHALLENGE AEC FIRMS FACE TODAY IS STAFFING; SPECIFICALLY, RECRUITING AND RETENTION, ACCORDING TO ZWEIG GROUP'S AEC INDUSTRY RESEARCH. TO WIN AT THE TALENT WAR, YOU MUST DESIGN YOUR EMPLOYEE EXPERIENCE AS THOUGHTFULLY AS YOU SHOULD BE DESIGNING YOUR CLIENT EXPERIENCE.

ATTRACT

- Remember - Attracting talent is not much different than attracting clients
- Attract people who match your culture
- Share your differentiators
- Engage all staff as Doer-Recruiters - tap into their network
- Develop a multi-platform strategy
- Engage your marketing team to develop messaging that fits your brand and makes you stand out against your competitors

HIRE

- Treat this like a client pursuit: Create your interview and selection team led by the technical direct manager and make sure they have the following characteristics: great brand ambassadors; understand and represent firm culture; the people you would use to sell a project.
- Interview process: ask nothing on a resume; assign questions that divulge culture fit; ask for work samples if not confidential in nature.
- Two interviews max. Three interviews max for senior level and if possible.
- Remember someone else is likely courting your candidate so don't delay

ONBOARDING

- Pre-boarding (before the 1st day)
 - Welcome kit: welcome letter and all logistics for the first day (where to park, what time to arrive...)
 - Email Job description, employee handbook, and benefits paperwork
- Orientation
 - Welcome breakfast/office tour
 - Brand kit; business cards, swag, firm marketing piece
 - Welcome email to entire company w/ fun facts
 - 6 week schedule
- Post-boarding (after day 1)
 - Week 1 - 3: Check in / Q&A
 - Week 4: Check in / Q&A / Review of how they are doing / Feedback about what we could be doing to onboard better.
 - Week 6: Set performance goals and objectives

DEVELOP

- How will you develop your employees?
- Performance planning and professional development plans
- Career growth paths
- Shadowing
- Mentoring
- Lack of formal training programs is the 2nd greatest issues reported among AEC firms

FEEDBACK

- Consistent annual review process
- Go beyond the annual review once a year to provide continuous feedback
- Create personal experiences that elicit more feedback
- Flip it - Engage employees in company feedback on a regular basis

ENGAGE/RECOGNIZE

- How will you create continuous engagement, recognition & celebrations?
- How will you create peak moments?
- Community involvement
- Employee events & team building
- Individual & group recognition

