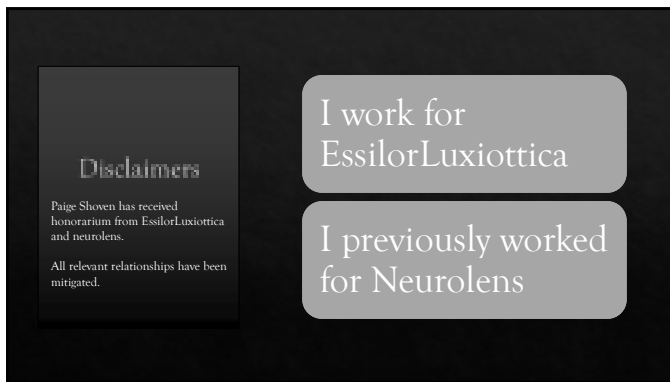


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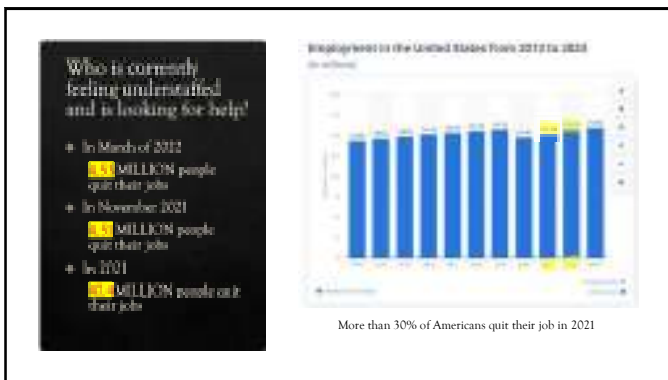
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6

It can take 5-6 months to find your next position
In January 2022, the average wait was 7.5 weeks

- Covid hiring is still not at 100%
- Flexibility for Child Care
- Flexibility for Adult Care
- Wages/ Benefits/ Work from home (gas prices)
- Larger financial cushion than ever before

7



How long does it
take to replace an
employee in 2022

2 weeks to 2 months
on AVERAGE

8

We are all in the same boat

• Indeed search for Optician yielded 9,309 PAGES of jobs nation wide

139,620 individual jobs!

• 1,440 PAGES were posted within 24 hours!

21,585 individual jobs in the past 24 HOURS!

9

55% of those Indeed postings wanted "Experience"

in What does experience look like?

- in 3 years - 5 years - 10 years: NONE
- in Education
- in Contribution



10

Sometimes, No Experience is the Best Experience

- They have no baggage (no bad habits to be broken)
- They are adaptable
- They bring a fresh perspective and their own talents
- They are passionate about learning
- They bring innovation
- They bring diversity

11



We need to grow people to be what we need them to be!

12

What to include in a job posting

- Information on company history, vision, values or goals
- The job description
- Expected Salary Range
- Other company benefits




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What is the Attitude you are looking for?
Do you have a.....

- ◆ Mission Statement?
- ◆ Vision Statement?
- ◆ Values?
- ◆ Goals



15

3 Parts of a Mission Statement (Present Tense)

Key Market : Target Audience
Contribution: Product or Service
Distinction: What makes you special or unique

- Keep it Simple - It should be just a few sentences
- Don't keep it to yourself - Ask others for their input
- Keep it Broad - It should work for every position in the company
- Don't be afraid to change it!

16

Vision Statement (Future Tense)

- We want to....
- THINK BIG,
- Project 5-10 years in the future
- Use Action words
- Align with your Values and Goals
- What do you 'Want to Be'



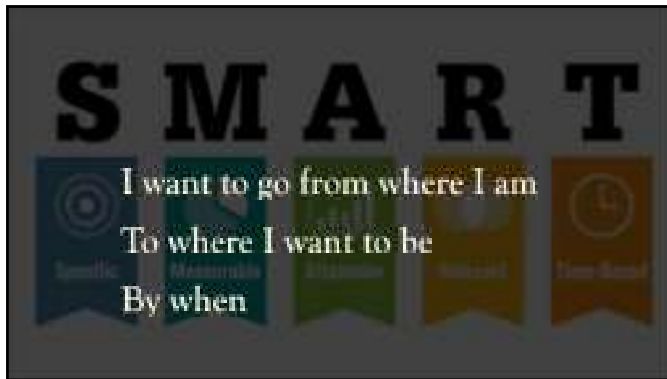
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Values

- Find your why
- Your Core Beliefs
- Use the Mission statement
- KISS (Keep it Simple Silly)
- Be willing to Update!



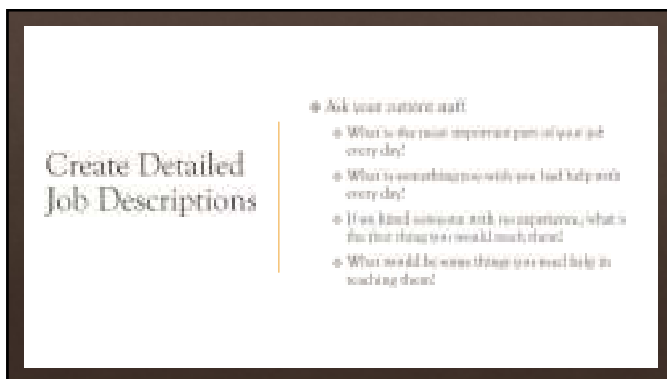
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20



21

What can a person looking for a new career learn quickly?

- Do you already have skills that are easy to learn?
- Can you master a role that is easy to learn?
- Can you build a program that teaches one step at a time?
- Suggestions.....



22

Do your homework...
Know the going wage!

- Glassdoor
- PayScale
- The Salary Project
- Salary.com
- LinkedIn Salary
- Salary Expert
- Robert Half's Salary Guide



23

Outline Other Company Benefits

- Health Programs (medical, dental, vision)
- Mental Health Programs
- Financial Wellness Programs
- Tuition Reimbursement
- Flexible or Unlimited PTO
- Childcare Reimbursement
- Pet Insurance - Bring your pet to work day
- Financial Benefit Programs
- Education Reimbursement
- Paid Volunteer Work
- Spa Days (one employee shared)
- Company cars
- Black/Hispanic Initiative
- Reduced taxes
- Work from anywhere
- Summer and day break
- Scheduled excursions
- After lunch excursions
- Expense Tips
- Clean Body
- Day Make
- Spring or Summer Break
- Audio Subscriptions
- Mental Health Day
- On-site Medical Day
- Benefit Card Allocation
- Call Phone Service (Discount)
- Student Loan Repayment
- R&D Employee Share
- Discount of Travel
- 401K Match
- Professional Development Fund
- Retirement Programs
- Retirement Pay
- Employee Research Program
- Company Pet Care Service
- Car Wash (Discount service)
- Dry Cleaning and dry-cleaning
- Home Buying assistance
- Summer Camp assistance
- Family Planning Services
- Free Dry Cleaning Uniforms
- Bank Bonus Code

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Tools to Advertise With



- Monster
- Indeed
- LinkedIn (add to your profile also)
- Newspaper
- Signs in the office
- College Ad Boards
- High Schools
- Current Employees

25

Carry your business cards with you - ALWAYS

"Hi, I am hiring and looking for someone with a great attitude like yours."

If you happen to be looking, or know someone like you who is, will you ask them to call me?"



"You don't hire for skills, you hire for attitude. You can always teach skills."

SIMON SINEK

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Interview Helps

- Provide them with the job description
- Always ask the same questions to every candidate
- Have the list prioritized
- Take notes during interviews
- Do 1st and 3rd round interviews
- Include others in the interview process
- Find a GREAT question to ask
 - If you could be any animal, what would it be and why?
 - Tell me about the first job you possessed a symbol. What was it and why were you here in this job that you still have with you today?

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I am already short handed
How do I make time to train?

Ask for help

1. Others in the office
2. Reps (Contracts, Leno, Labs, Frame)
3. Outside HR companies
4. Outside IT companies



28

Get to know your staff (new and established)

What makes them unique?

- Strengths Finder
- Myers & Briggs
- DiSC Assessment
- True Colors
- The Animal in You



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Strength Finders by Gallop

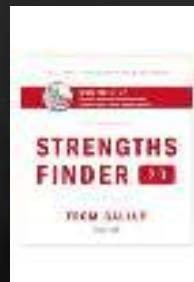
Everyone is made up of 14 characteristics.

Some we are good at some we struggle with.

Find your strengths so you can help them work for you!

Find your weaknesses and surround yourself with people who are good at them!

<https://www.gallup.com/development/286886/strengths-finder.aspx>



30

PERSONALITY TYPES KEY

There are 16 combinations of personality traits.

You are one of the other, the top or the bottom of the four categories

<https://www.myersbriggs.org/mmb/personality/type/mbr-basics/the-16-types.htm>

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DISC Assessment

Everyone has some of each characteristic, but you will lean more to one or two.

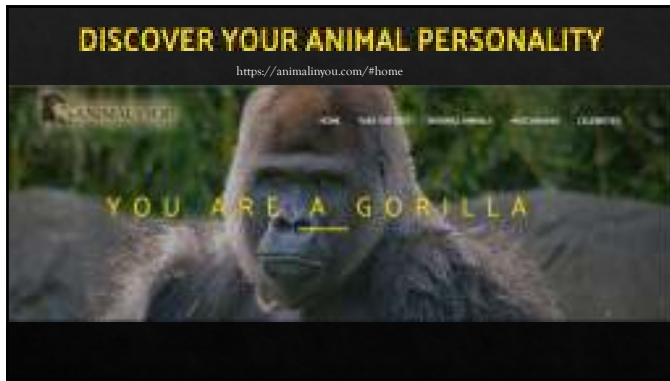
It also provides communication skills with each group

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True Colors

<https://www.truecolors.com>

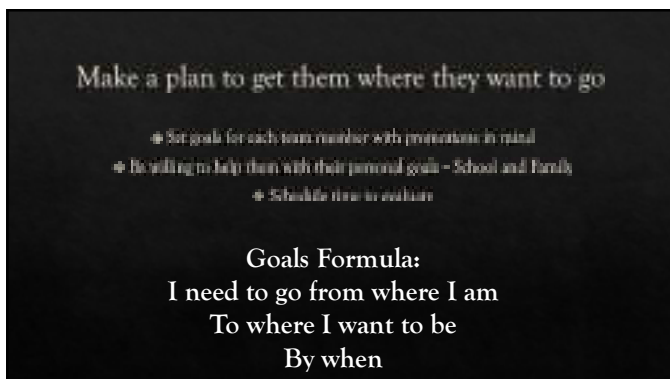
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Quantitative Goals vs Qualitative Research

Quantitative Research collects information based on data, counts, or numbers

Qualitative Research collects non numerical information like conversations and feelings

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Quantitative Research

- 47% of patients are leaving without buying glasses
- Customer Service surveys dropped 15% when we lost our last tech
- Sales are up 15% when Mary works in the optical
- The time from ordering glasses until a patient is called is currently 14 days



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Qualitative Research

Mary is asking for more time off to take care of her kids

Joan says there is too much to do every day and she keeps getting behind

Work is being overlooked, patients are calling upset

The morale of the office seems lower this month than last month

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Remember the cost of replacement vs promotion

The Society for Human Resource Management (SHRM) reported that on average it costs a company 9 months of an employee's salary to replace him or her.

If they are willing to pay more a 50% raise, or providing 25% more value, it will be cheaper to promote than to replace.

If you don't appreciate your employees, you're not a boss.



Should I Quit My Job?

12:50 PM 9/1/2022

by SHRM

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Best Practices in Your Office



IT'LL WORK IF YOU WORK IT!

BYRON T.D. JAMES

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Thank You for Coming

Questions?

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