

TEAM LEARNING TALK



Issue 2 / February 2019 © Team Learning Services, LLC

ABOUT US

Team Learning Services is a Lake Norman, NC-based company that provides consultation and services that help your small business:

- Increase company productivity, sales, and service through structured and measurable employee onboarding and training programs.
- Turn the training of employees over to the pros so owners and managers can focus on running their business.
- Provide custom training classes and programs so your employees work productively, competently, confidently, and safely.

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David Koster –
Owner/Consultant



NEW SERVICE: RECRUITING FOR THE 21ST CENTURY

Team Learning Services is developing a program we're calling "Recruiting for the 21st Century" to assist companies in finding, hiring, and retaining the best employees.

If your company in retail, the trades, light industry and manufacturing, or any field that has challenges recruiting and hiring reliable and motivated staff, be one of the **first three business** to partner with us **free of charge** for a limited time (**email or call to learn how**).

This 7-step process includes:

- 1- Creating your company's story that screams "You should work here!"
- 2- Revising your job postings so they attract only interested candidates.
- 3- Gets your postings to a large, targeted audience.
- 4- Refine the interviewing process to attract the best fits.
- 5- Design and deliver on-boarding that engages workers immediately.
- 6- Training employees so they are productive quickly.
- 7- Create incentives and rewards for loyalty and good work.

TEAM LEARNING SERVICES ON THE RADIO



On January 11, Team Learning Services founder and consultant David Koster appeared on WSIC radio's "Local Biz Now with Joe Vagnone" program. Click the image to view the video to learn about David, Team Learning, and what an Instructional Designer does.

ARTICLE: WHAT IS YOUR "WHY YOU SHOULD WORK HERE" STORY? (by David Koster)

I hear every day when talking to local small business owners and managers that they cannot seem to find good people to fill jobs they've had open for weeks or months.

Employers should create their "Why You Should Work Here" story.

An employer should be able to tell the convincing story of your company that makes employee candidates understand what you do, how you do it, why you are better than other potential employers, and what's in it for the workers. Read the full article [HERE...](#)



Contact us to talk about how we can help your business prosper in 2019!

WAYS TO ADAPT YOUR HIRING PROCESS TO ATTRACT MORE AND BETTER WORKERS

1. Update Policies and Perks to Meet Candidate's Needs

You want full-timers, but your applicants are asking for part-time. You require on-location work only, but applicants want to work from home or tele-commute. You struggle to find candidates who can pass a drug test, even though they have the other qualifications for the job. It is important to review your policies to be sure they make sense in today's market. If you can change or adding perks and benefits that appeal to good candidates, it may be worth the effort.

2. Create Job Postings that Attract the Candidate Qualities you Really Need

Most postings list job skills and experiences very specific to an industry or company. An employer should always consider how many people there are in their market who can meet such a detailed list of qualifications. There may be very few. And experience does not guarantee a good employee. Instead, post desired qualifications that reflect the personal characteristics that make up a good employee and be prepared to train them on the needed job skills.

3. Post Where the Right Candidates Will See You

If you are not getting enough good applicants, consider where and how you are posting your jobs. While the major job boards are the natural avenue, be sure to increase exposure by using social media where applicants go. Also, post with trade organizations, local chambers of commerce, and community colleges. Attend job fairs and share your needs with vendors, high school guidance counselors, and friends and neighbors. A longer, wider reach will increase your chances of attracting more and better applicants.

Team Learning Services can review your hiring techniques and help you target more and better candidates.

SMALL BUSINESS RESOURCES & ARTICLES (click to read)



[14 Important Dates for Small Businesses in the 2019 Tax Calendar](#) (at SmallBusinessTrends)

For many businesses, managing taxes can be a yearlong undertaking.



[Hiring Smart: 10 Do's and Don'ts for Hiring](#) (at Business.com)

The right employees can change your entire experience as a business owner, and take your business to heights you never imagined.



[Improve Your Social \(Media\) Skills to Stay Relevant as a Small Business](#) (at Business 2 Community)

Around 60% of North America's population are active on social media. This is an enormous audience you simply cannot ignore as a small business.



Contact us to talk about how we can help your business prosper in 2019!