



SKILLS LAB

SUCCESSFUL CAREERS START HERE

Beyond the Job Boards

Discovering Talent in Unexpected Places





"WE ARE HIRING!!!" - says Fort Worth Police Department

InsideFWPD

**WE TAKE
TRADE-INS**



Watch on  YouTube

Skills Lab Training

Christie Martin, PHR

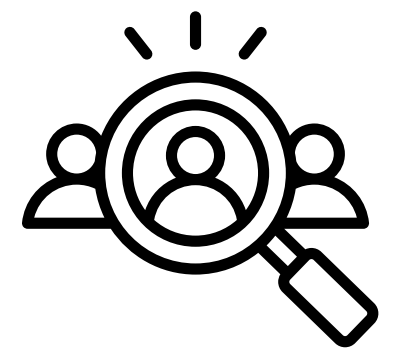
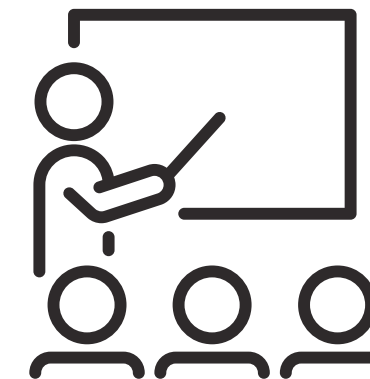
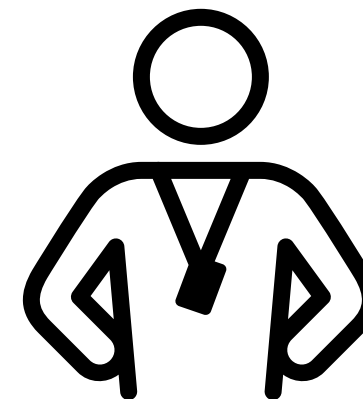
We instill confidence and inspire possibility to help people succeed and flourish in their careers.

Coaching: Executive, Management & Career
Training: Soft Skills, Leadership, Supervisory
Recruiting: Leadership & C-Suite
Outplacement: Partner for Success



SKILLS LAB

SUCCESSFUL CAREERS START HERE



What does
Success
look like?

FULLY STAFFED

SOURCE MORE CANDIDATES

MOVE CANDIDATES TO THE
START DATE FASTER

**THIS IS MY FACE WHEN HIRING MANAGERS
THINK WE JUST HOP ON LINKEDIN.**



RECRUITING STRATEGY OUTLINE



Discuss Current
Process

01



Recruiting Pipelines

02



Marketing Plans

03



How to Implement

04

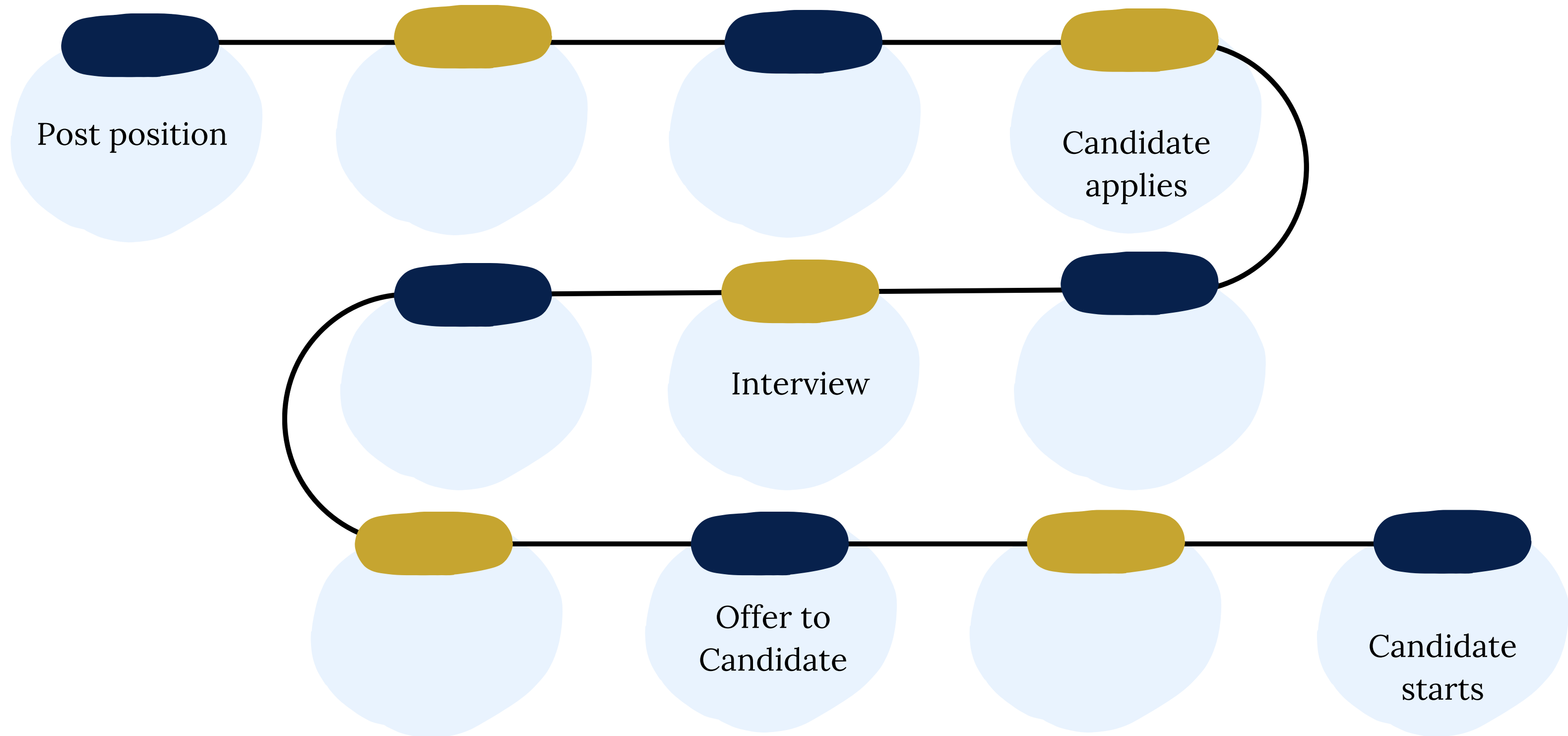


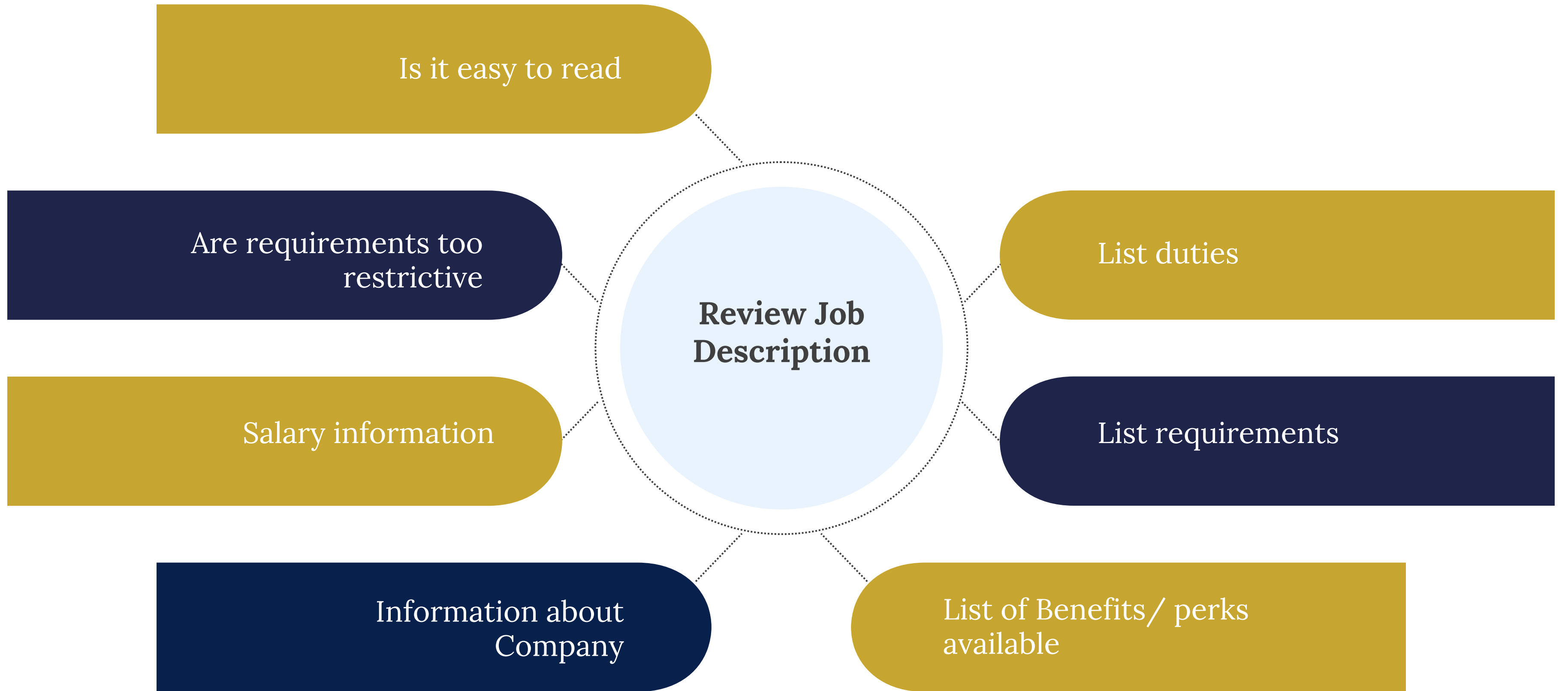
Interview Process

05

RECRUITING PROCESS

Current





RECRUITING MARKETING STRATEGY



-  Target candidates
-  Establish talking points
-  Develop marketing strategy
-  Implement marketing campaigns

What does success look like?

Ikea

TARGETED BRAND LOYAL
CUSTOMERS

EMBEDDED JOB ADVERTISEMENTS
IN ASSEMBLY INSTRUCTIONS

- GENERATED 4200 APPLICATIONS FOR 280 JOBS
- COST EFFECTIVE
- RESONATED WITH THE RIGHT PEOPLE

CAREER INSTRUCTIONS

1. 
2. 
3. 
4. 

ASSEMBLE YOUR FUTURE

If you're more into arranging sofas than pouring sodas, have we got a job for you. It doesn't matter what you're currently studying, if you find happiness in home furnishings, we'd like to hear from you.

Our new Sydney store is planned to open in late October and we're looking for all kinds of IKEA types to fill full and part-time retail assistant roles. We need people in all areas, from check-out and childcare to the restaurant and stock replenishment. With great conditions and flexible hours, working at IKEA is a great way to put yourself through university, and who knows, maybe even build a career.

Visit IKEA.com.au/jobs

IKEA

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What does success look like?

Volkswagon

TARGETED A SPECIFIC
SKILLSET

MESSAGE UNDER THE CAR TO
REACH ONLY THE TARGETED
AUDIENCE.

EXEMPLIFIED THE CREATIVITY
AND CULTURAL PERSONALITY
VOLKSWAGEN WISHED TO
CONVEY AS AN EMPLOYER
BRAND.



What does success look like?

City of Los Angeles

USING HUMOR

COMMUNICATED THE NEED

MAKING EVERY ATTEMPT TO
LOOK 'BAD' PAID OFF FOR THEM

The City of
Los Angeles
is now hiring

Graphics
Designer

Jan 12 - 25
per.lacity.org
\$46,708 - \$103,230



**I DON'T KNOW WHO YOU
ARE...**

**BUT I WILL LOOK YOU UP ON
LINKEDIN AND I WILL FIND YOU**

HOW TO INCREASE CANDIDATE POOL

Current Employees or Boomerang Employees

Referral Program

People Applying

Staffing Companies

2nd Chance Individuals, Neurodivergent Workers

Gig Workers

HOW TO INCREASE CANDIDATE POOL

Competitors

Seasonal Workers

Current Clients/Customers

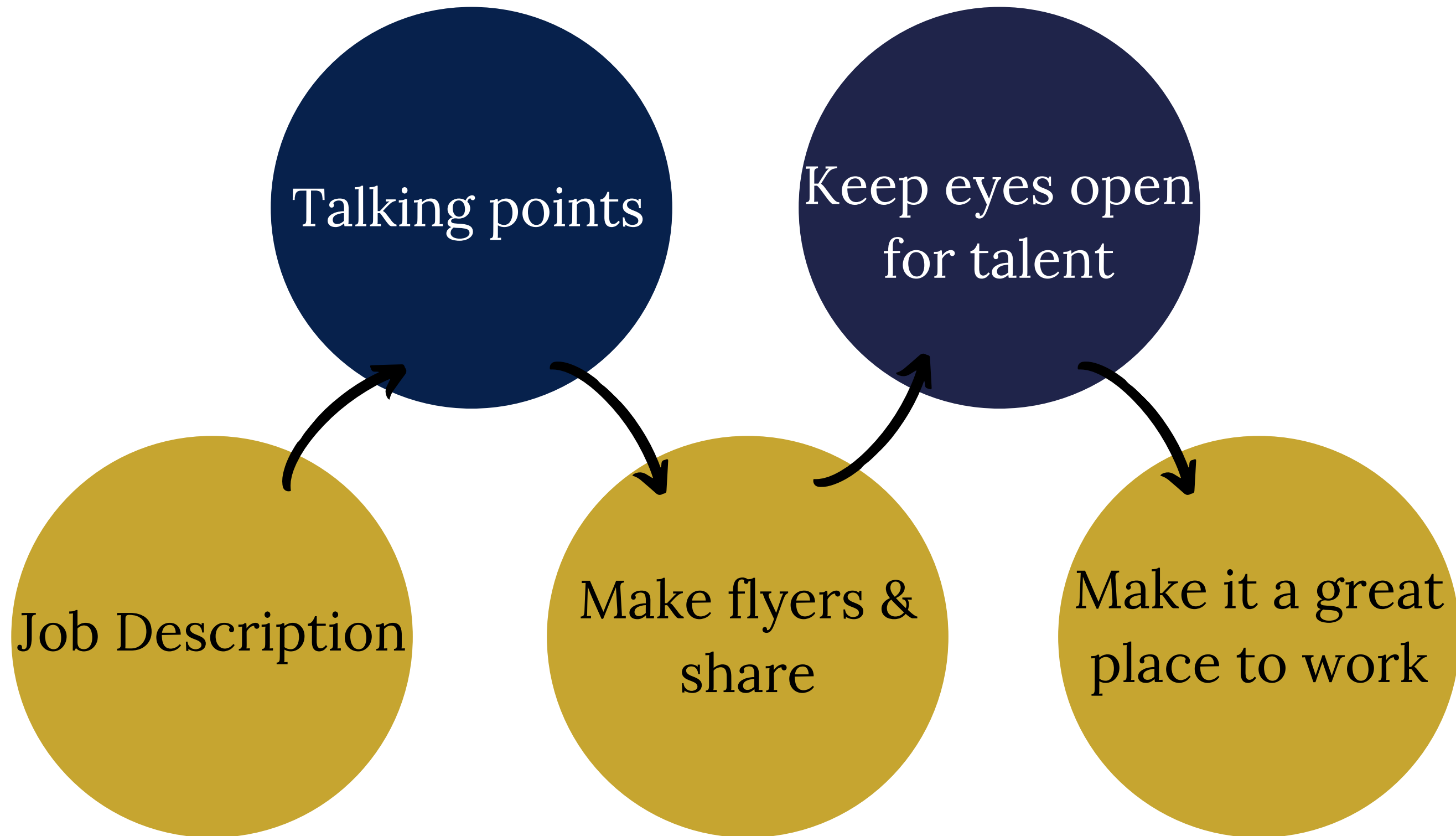
2nd Job Seekers

Previous Employee Referrals

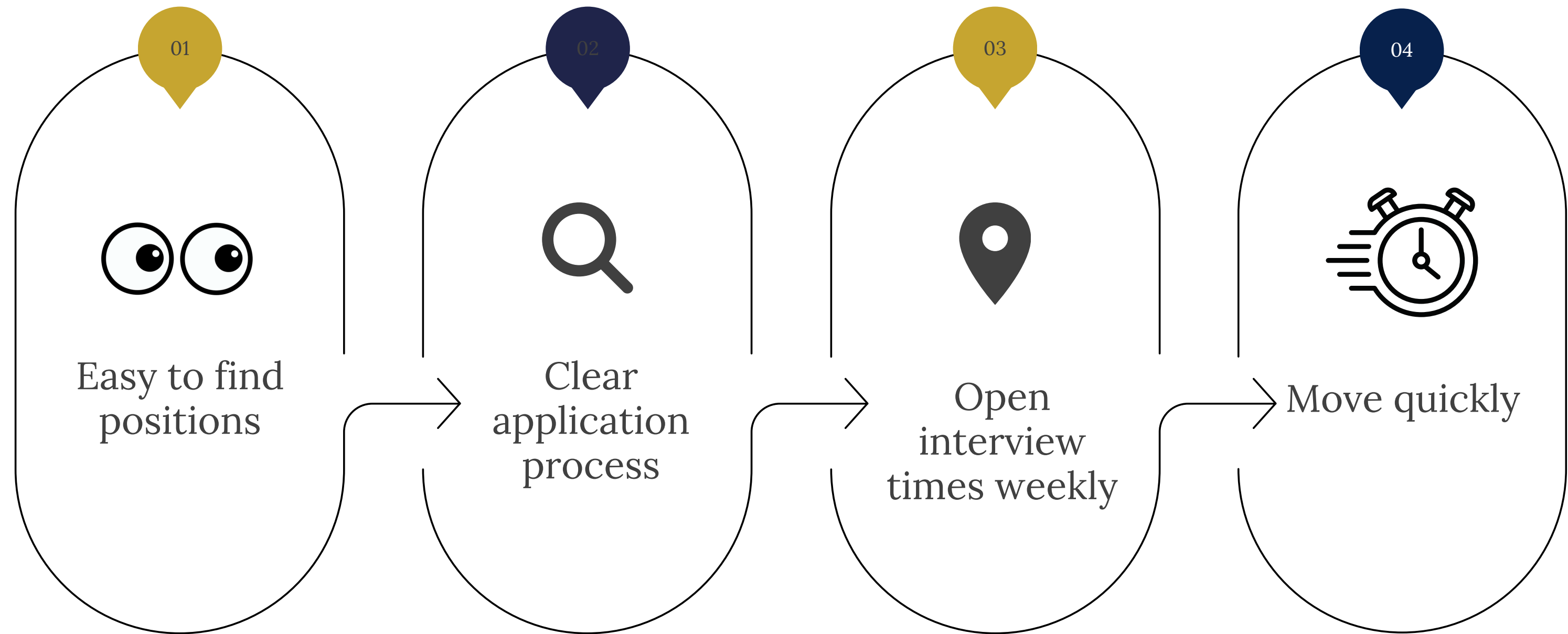
Career Fairs

Surrounding Schools and Universities/ Interns/Apprentice

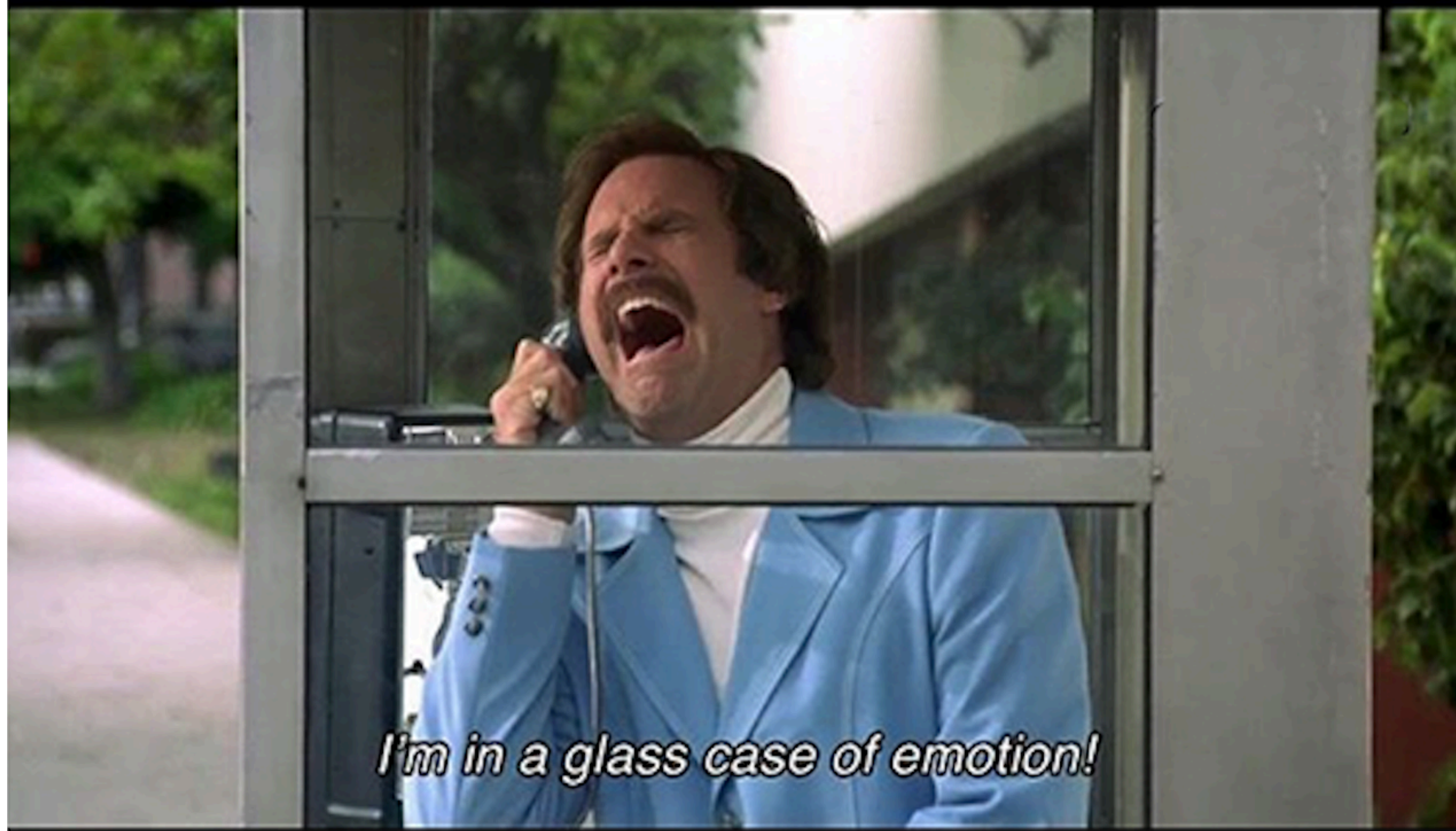
HOW TO IMPLEMENT ON A TIGHT BUDGET



APPLYING SHOULD BE EASY



**WHEN THAT GREAT CANDIDATE INFORMS YOU
THEY HAVE ALREADY ACCEPTED ANOTHER OFFER**



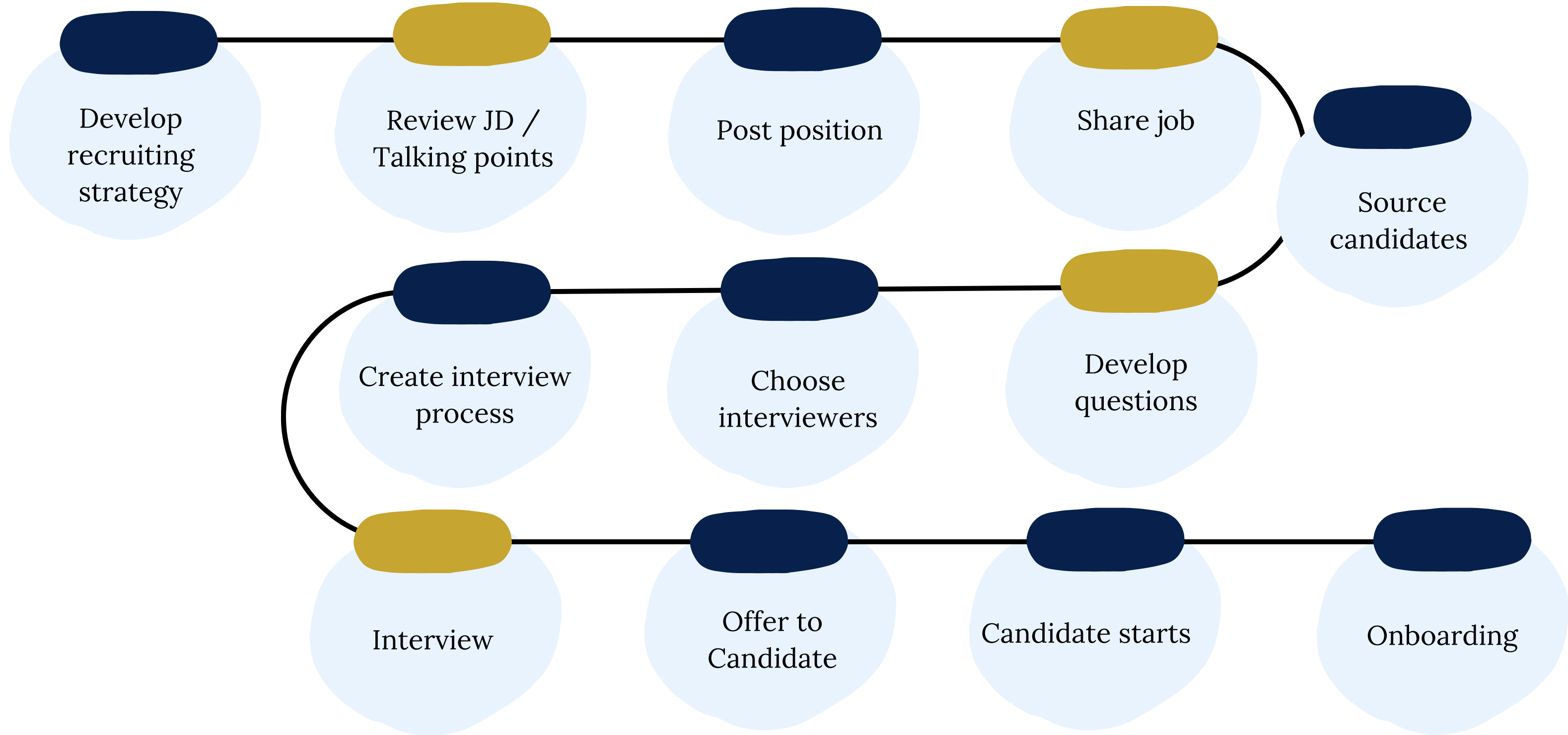
I'm in a glass case of emotion!

INTERVIEW PROCESS



RECRUITING PROCESS

A STRATEGY



THANK YOU!

WWW.SKILLSLABTRAINING.COM

BOOK A FREE CONSULTATION

- RECRUITING SERVICES
 - CONTINGENCY RECRUITING
 - CANDIDATE REVIEW
 - RECRUITING STRATEGY
 - TRAINING INTERNAL RECRUITERS
- JOB DESCRIPTION & DESIGN CONSULTATION
- OUTPLACEMENT SERVICES
- SUPERVISOR TRAINING, LEADERSHIP COACHING

FOLLOW US

