

# Showcase Your Workplace Culture To Attract Better Candidates

How Your Employment Brand Gets  
Candidates Excited to Apply

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# Your Team Matters

The success of every business depends on its employees. One weak link in the chain and your business can collapse—from poor customer service to high employee turnover and everything in between. If you're not employing the right people, it's hard to reach your business's full potential.

At Hireology, we empower multi-location, owner-operated and independently owned businesses to find and hire the best people with confidence. We make sure our customers are building the strongest teams that can produce the best business results. Yet before this occurs, we help our clients improve the way job seekers view their businesses as employers.

One way to differentiate yourself to top job-seekers is to go beyond the job description and focus on culture. Your employees will be spending a significant amount of time in the workplace, and given the recent economic momentum over the past few years, it's truly an employee's market: today's applicants can be (and are) choosy on where they decide to work.



If it comes between two identical positions, but one company highlights their charitable giving, volunteer time, team building activities and ultimately presents themselves as a fun, engaging, and meaningful place to work, which opportunity would you select?

Without a strong employment brand (or the way potential employees view your company as an employer), the most engaged employees will not consider working at your company. As a result, Hireology's intelligent hiring framework process encourages our users to highlight their unique company culture.

## What's My Workplace Culture?

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There are few things you can do to make your workplace more welcoming for interaction across all of your employees, regardless of your type of business. Sometimes it's the simple things that bring light into the office, such as a friendly coworker or an open kitchen space that's ideal for lunch.

One of our customers, T-Jay Shwetz, runs a Nothing Bundt Cakes location outside of Toronto with his wife. At their location, T-Jay makes sure all candidates get a great sense of the environment he's created during the onsite interview stage.

***“Everyone claims they want a fun place to work – if someone is having a bad day you don't want that to spread so everyone's in a bad mood. We want to keep everyone happy and engaged.”***

Keeping his employees at the top of the priority list has gone a long way for T-Jay: his team has had many long-term faces with very low turnover compared to other similar franchises. T-Jay's approach also includes making sure nobody feels stress, even when mistakes are made.

***“We don't have room here for people who are pointing fingers or putting others down: everyone's human and makes mistakes so we let our team know that we strive to make a comfortable place for everyone.”***

In this sense, leadership and culture go hand in hand. These two things coexist, relying on each other in order for a team to reach its full potential.



Fast Company recently revealed that, 70% of American workers are disengaged on the job. That's nearly 3 out of every 4 workers who have an incredible amount of control over your bottom line. The good news is there are changes you can implement to change the amount of disengaged employees today: building a genuine workplace culture.

Culture comes in many forms, depending on its context. Every business has some set of beliefs or a mission statement by which to run the company. Without one, visions become dormant and the business eventually fails. One suggestion from T-Jay after opening his Nothing Bundt Cakes location can resonate with most business owners: Making sure you're building a culture where team members have realistic goals and nobody feels stressed or overworked.

***“We take work/life balance seriously for our team. Our goal is to train new hires and staff really well so nobody needs to do the job of 5 people during each shift.”***

This approach lets people feel set up for success and excited to arrive for work each day. When people aren't stressed, they're able to focus on their job and helping their coworkers accomplish their jobs and ultimately be successful as an organization.

## Why Create Culture?

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If you don't create a strong sense of culture, you won't get the most from your employees, which can have a dramatic impact on your customer experience and profit potential.

According to Tim Stevens, author of "Fairness is Overrated: And 51 Other Leadership Principles to Revolutionize Your Workplace," culture can make or break an employee and his or her desire to work for a company:

***"There is nothing worse than working in an organization that has a bad culture. It doesn't matter how much money you make or how many weeks of vacation you are given; when you work in a toxic environment, you still come home tense and stressed at the end of each day. And that isn't worth it."***

***- Tim Stevens, Fairness is Overrated***

"On the other hand, there is nothing better than working at an organization with a great culture. You wake up every day looking forward to getting back to work on the mission with people you enjoy being around," continued Stevens.



While this is true for many people, not everyone can afford to leave his or her job if the workplace has a toxic environment. Plenty of people rely on a steady paycheck just to survive or don't have the means to leave a job and find a new one in a timely manner. Thus, there are masses of employees who get stuck in jobs they might deem unsuitable, so they must rely on their managers for leadership and motivation.

To avoid this, your goal should be to create an environment where your employees are comfortable, inspired and truly believe in the work they are creating for your business. Your employees will join those who wake up every morning not dreading going into the office.



# How to Showcase Your Culture

We all know first impressions matter: the top companies realize the best applicants are reviewing a brand's website well before they commit to submitting an application. Is your website doing everything it can to showcase your business as an employment destination to lure and excite top job candidates?

The first thing a prospective job candidate sees when researching positions with a company is the career site or company website page that's dedicated to promoting open positions and workplace culture. Quality candidates will not apply to jobs that don't provide them with in-depth, easy-to-follow information regarding the company's culture and opportunities that come with the job. If the best candidates can't get a good picture of the day-to-day experience working alongside you, they'll likely move along to another opportunity.

Giving job seekers a sneak peek into the life of an employee at your company can do wonders for recruiting, as long as you know what they're looking for in a job.

## Highlight the Career Path

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After working with hundreds of small and medium business owners across various franchise models and auto dealerships, we've identified one key thing beyond a strong culture that's critical for today's job seekers, but many employers may be missing. This is a clear and set career path: if a top applicant cannot see themselves growing along with the business, they likely won't see this as an opportunity to advance their career and will ultimately apply somewhere else.

Another Hireology customer, Michael Marlin at Ray Skillman Auto handles HR and training across several of the dealership's locations. He was tasked with breaking the image of the traditional car

salesman in an effort to attract millennial talent. One of the things that worked well was outlining a growth progression and promoting from within his team.

“One of the things we created was upward mobility and a true career roadmap. We focus on promoting within the team and really showing them how it’s very possible to get to the next level with us. Right now we have 40 team leads across our rooftops and they all came to us as [entry level] product specialists.”



While this transition was long and complex to get off the ground, Michael says his locations see the effort being incredibly worthwhile, “Overall, we finally have a cohesive team working together to focus on providing the best customer service they possibly can.”

## Treat Your Candidates Like Customers

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Placing everything your business provides to your employees: a great culture and a clear career path front and center on your website is essential for attracting qualified talent. Just as you would highlight your business information, products and offerings on your website for customers, you should be doing the same for job seekers.

Posting this information on your site opens up positive communication with candidates and shows that you care about your current and potential employees, which is essential to improving your overall employment brand.

***“When you begin receiving applications, be responsive and enthusiastic. If a highly talented individual doesn’t sense that you care, he or she will quickly move on to find a company that does. When connecting with prospective employees, your attitude should be reflective of the company culture and values. Use yourself or your hiring manager as an example of your business’s core values.” – Adam Robinson, CEO & Co-founder of Hireology***



## The Career Site is the Key

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One of the key fundamentals of having a strong employment brand is a polished career site. Hireology's Career Site Plus showcases your employment brand to make a great first impression.

To do this, we include: a clean design, defined career paths, highlighted culture and community, as well as placing your benefits clearly on the site.

We go beyond a list of job descriptions, and for a good reason: Applicants don't want to see a bland job description attached to a lengthy application process when searching for jobs. They want to see company culture, the benefits tied to the job and a set career path that'll set them up for future success. Therefore, we make sure we implement everything the applicant wants into your career site.





# Hireology Can Help

Get a quick demo to discover how Hireology can help you attract stronger candidates and showcase your company culture with a new career site. Beyond your career site, Hireology gives you all the tools you need to find and hire great employees.

GET A DEMO



*"Career Site Plus provides our employment website with more customization and detail than we've ever had to promote jobs across our dealerships. It helps us be more advanced than anything our competitors are doing."*

*- Ryan Esler, Matick Chevy*



## — Thanks For Reading —

Hireology was founded on the insight that companies following a prescribed hiring process find and retain better talent. By treating hiring as a science, we help organizations build stronger teams to drive higher productivity while lowering costs and turnover. Our Intelligent Hiring Framework™ is the process we bring to our customers to define, source, select and verify candidates for a comprehensive evaluation that leads to higher-caliber, longer-term employees.

We built Hireology to serve entrepreneurs: franchise, retail automotive and small business owners that rely on a driven and engaged team to drive business impact. This customer group is comprised of thousands of companies making a large portion of the employment market, while it's also a segment we've seen as historically underserved by world-class SaaS hiring tools.

The Intelligent Hiring Framework™ — the methodology at the core of our process — transforms the disjointed, time-consuming hiring tasks into a seamless web app experience. This user-friendly approach scales from single-location businesses to organizations tasked at hiring hundreds of employees a year. Our platform covers each step of the process: from defining the job and sourcing applicants to interviewing and verifying candidates for a complete look at candidate potential.