



Un“comp”licating Comp:

BUILDING A BRAND PEOPLE WANT TO WORK FOR!

Un“comp”licating Comp:

BUILDING A BRAND PEOPLE WANT TO WORK FOR!



AGENDA

- Our Comp Story
- Creating a Employee Experience Campaign
- Modernizing Recruiting
- How are you measuring success?



KATHY STEELE
CEO - RED CAFFEINE

red
CAFFEINE

a growth consultancy

pe•ple+pe•ple

Building badass organizations clients want to
work with and employees want to work for

#peoplepluspeople



PLAY TO WIN
WIN TOGETHER

WE OWN IT
GOOD OR BAD

WE
UPHOLD
A CULTURE
OF LEARNING

GIVE IT BACK
AND PAY IT FORWARD

WE
ARE INTENTIONAL
IN OUR
RELATIONSHIPS

WE
HUG IT OUT

WE
EMBRACE TRANSPARENCY



WE
BELIEVE IN
WORK/LIFE BALANCE

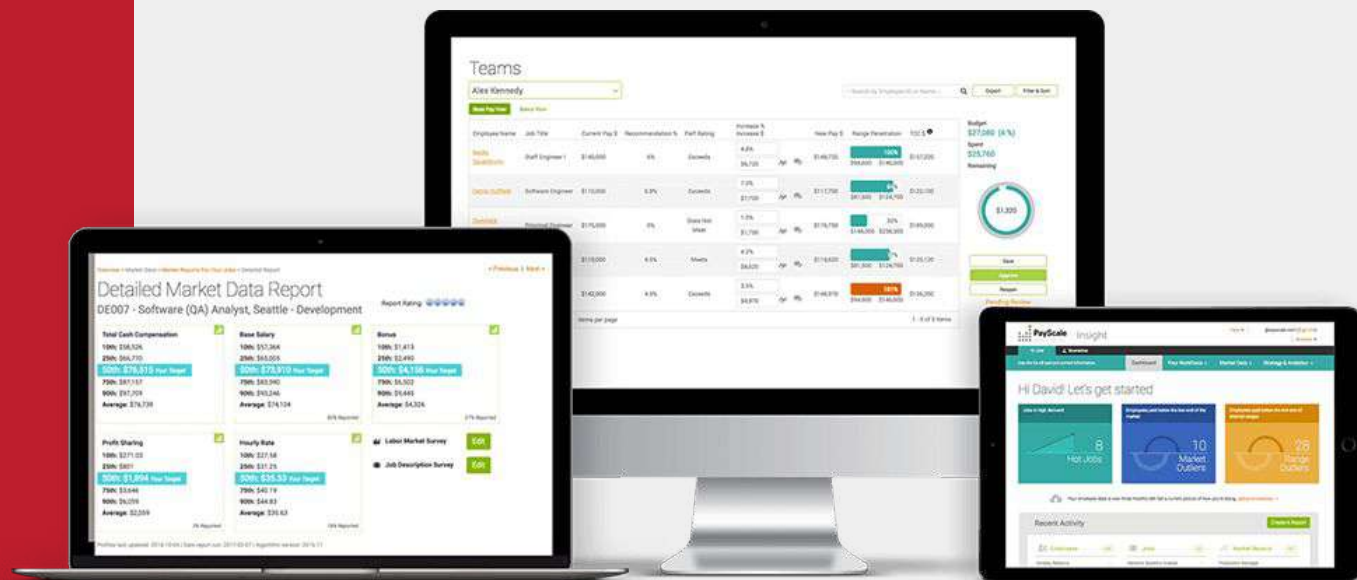
WE MAKE AN
IMPACT
WITH OUR
FLAVA

WE
ARE CLIENT
ADVOCATES



I Deserve a **20%** Raise,
and I have proof.

I'm **overpaying** you.





#ThisIsRC

"Here's **what** you
get paid"

"Here's **how** we use
market data to
determine pay"

"Here's **where** your
pay falls and where
you can go"

"Here's **why** we
pay like we do"

"Here's **everything**
you want to
know about
everyone's pay"

What

How

Where

Why

Whoa!

1. Paycheck

2. Data
Market Study

3. Plan
Strategy
Pay Ranges

4. Culture
Manager Training

5. Open Salary
Published ranges
and salaries

Employee Experience Campaign:

WHAT STEPS CAN YOU TAKE IN 2018 TO BE SET FOR 2019?



IT'S AN **EMPLOYEE** MARKET



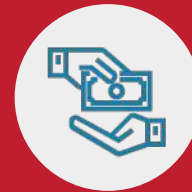
UNEMPLOYMENT
IS LOW



RECRUITMENT
IS COSTLY



PRODUCTIVITY
TAKES TIME



RETENTION
IS CRITICAL

YEP!

POP QUIZ

AUDIT: KNOW HOW YOU **RATE**



???? HIRE FOR CULTURE

WHAT DOES THAT **MEAN?**



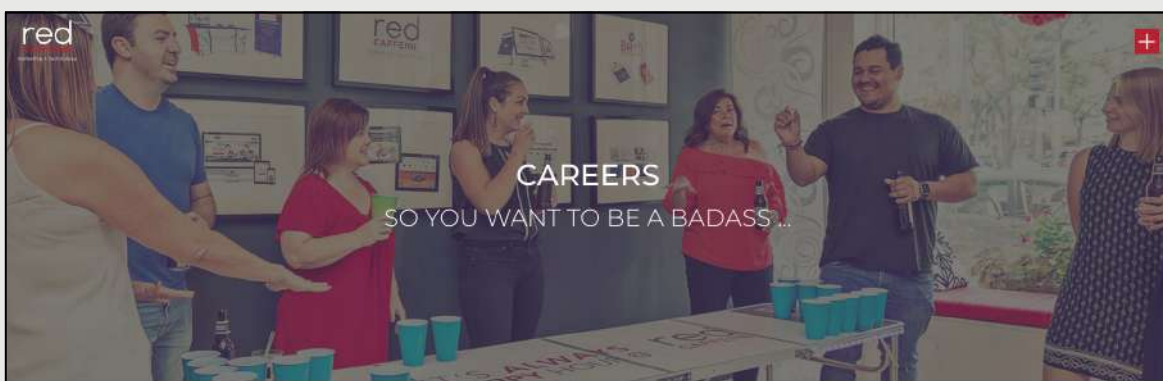
What type of culture are you building?



What traits are consistent in a rockstar employee?



Are you attracting talent to fit your culture and align with your values?



CAREERS

SO YOU WANT TO BE A BADASS...

WILL WORK FOR BEER

Or is it, we work better with beer? We hire for culture first because it takes trust, collaboration, and inspiration to continually produce work that can move the needle of our clients' businesses.

Is there a place for you on our team? You must share our core values, prove you have what it takes to fuel meaningful impact, let us know what you totally geek out on and why it moves you, and be ready to break down boundaries because we're going to push you to do your best work.

Think you're a great fit? Then check out the open positions below.

[VIEW OPENINGS](#)

LUNCH & LEARN
FLEXIBLE SCHEDULES
REDPERKS
OFFICE DOGS
GOLF OUTING
COSTUMES & COCKTAILS
401K
MASSAGES
RCU



WHO YOU **NEED** TO ATTRACT



DEMOGRAPHIC INFORMATION

Candidate Persona Name:

Joe Davies

Age: 25

Gender: Male

Education: College graduate

Willingness to move: Yes

MOTIVATIONS

Work history, education, location

Work-life balance: Wants a work environment that supports growth, offers remote working options

Work Interest: Math, Economics, Physics, Statistics or related degree

Personal Interest: Sports, Fitness, Food, Craft Beer, Music

GOALS

Professional goals: Wants to improve skills but receive training options to grow leadership skills

BARRIERS

Frustrations, comp, growth path

Frustrations with Employer:

Unnecessary Meetings
Lack of Communication
Boredom

Expectations:

Clear performance and growth goals
Professional Development
Collaborative Work Environment

INFORMATION

How do you get information:

Active on social media, podcasts, industry and technology influencers

Step 1



WHAT MAKES A
ROCKSTAR?

Step 2



CREATE AN
INTERNAL SURVEY

Step 3



INTERVIEW YOUR
CURRENT STAFF

Step 4



ANALYZE YOUR
RESULTS

Step 5



CREATE A
PERSONA

6 CHARACTERISTICS OF A RC ROCKSTAR



1. Passionate



2. Resourceful



3. Dependable



4. Overall
Skills



5. Utmost
Integrity



6. Emotional
Intelligence

ANATOMY OF A CAREER SITE

Would you
apply to your
own company?

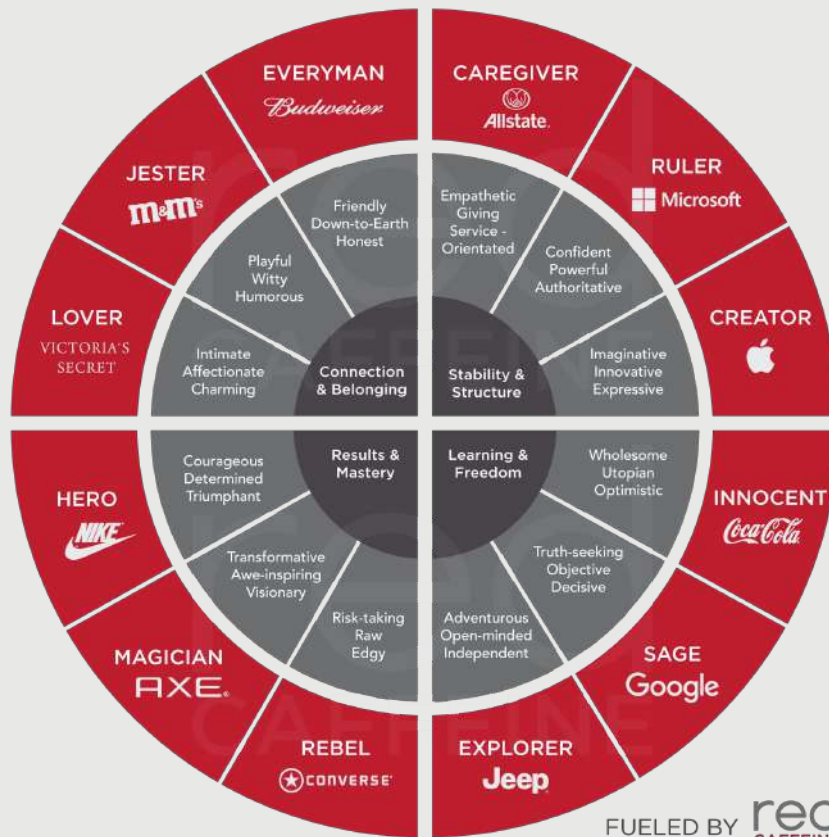


PERSONIFY YOUR BRAND

What is a Brand Archetype?

It's a human persona you assign to your brand, based upon symbolism. The idea behind using brand archetypes is to anchor your brand against something iconic — something already embedded within the conscious and subconscious of humanity.

BRAND ARCHETYPE WHEEL



FUELED BY **red**
CAFFEINE



Be Human



On The Menu

Pricing

Our Vision

Wine

Gifts

Shop



Life at Blue Apron



Lifelong Learning a.k.a. The Blue Apron

Trust a.k.a. The Trust

Quality a.k.a. The Secret Ingredient

Teamwork a.k.a. The Family Meal

Empowerment a.k.a. Season to Taste

Generations ago, strangers would knock their glasses together and spill a little bit of wine into each other's cup as a way to demonstrate that the wine was pure. Our customers bring our products and, by extension, us into their homes. They trust us to feed their families, and our co-workers trust us to be honest, fair and to act with integrity. We work to continue earning this trust every day.



Sam Campbell, Shift Manager (RM) - Sam demonstrates trust as he has been the only person keeping AM Production in our facility running. Everyone knows that if Sam is working, things will be taken care of and all stresses are reduced. He is the "go-to" person for advice, feedback or just to brighten your day.

@breather

about breather

about

about

Join the Breather team

See our open positions

15



"This is a place where things will work. It's not just about working together to make one thing, but about working together to make something that's meaningful and meaningful to everyone." - Breather Team

15

puccini United States

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Pursuit of happiness

Juggling work and life can be messy. And chaotic.

And that's what makes it both fulfilling and fun. In PuCCini Pursuit of Happiness podcast, our goal is to demystify the idea that there's one magic recipe to make it work because we all have different priorities and family responsibilities... which continue to change over time.

Subscribe on iTunes



Meet our host

Jennifer Alyn, Diversity Strategy Leader



JOB POSTING

POSITION:

Executive Director

LOCATION:

Dunsmuir Chamber of Commerce & Visitor's Center
5915 Dunsmuir Avenue, Dunsmuir, CA 96025

HOURS:

(24 hours) Part-time, various hours, some weekends and evenings

WAGES:

\$13.00-\$15.00 per hour

DESCRIPTION:

Under the general direction of the Chamber Board of Directors, the Executive Director manages Chamber operations, complies with all Chamber bylaws, policies, contracts, and agreements; preserves organizational documents and records, and maintains accurate membership records and data; financial management including assisting the Board Treasurer with establishing an annual operating budget, and provide a monthly financial report to the Board of Directors; solicit additional sources of income through grants, private funding, and marketing; attend and participate in Chamber and community meetings; manage and advance membership; strategize to recruit business into the area; recruit, train, and oversee Volunteers; plan, organize, manage, promote, and attend Chamber events; and participate in community events/activities; perform public relations duties and public speaking related to the Chamber's interests; develop publications, brochures, membership materials, and promotional literature for the Chamber including the bi-monthly newsletter; update and manage the Chamber's website, community calendar, and social networks; oversee office atmosphere including cleanliness, safety, and equipment maintenance; and perform other related duties as required or directed by the Board of Directors.

REQUIREMENTS:

To perform this job successfully the individual should have a minimum of two years of experience and/or education in the field of Marketing or Management, and should demonstrate the following: communication skills, conflict resolution skills, uphold organizational values, is adaptable, dependable, cost conscious, has interpersonal skills, good judgment, leadership skills, planning and organizational skills, and is knowledgeable of the role of a Chamber of Commerce and Visitor's Center.

TO APPLY:

Applications may be picked up at the Dunsmuir Chamber of Commerce, 5915 Dunsmuir Ave, Dunsmuir, CA 96025 or at Siskiyou Training & Employment Program (STEP), at 310 Boles Creek St., Weed, CA 96094. You may also call or email the Chamber Office to request an application or if you have further questions, at (530)235-2177 or director@dunsmuir.com.

APPLICATION DEADLINE:

Submit your application to STEP, at 310 Boles St, Weed, CA 96094 by 5pm, August 29th, 2012.



Job Openings

Content and Social Media Intern

Account Management - Lombard, Illinois

WHO WE ARE

Red Caffeine is a growth consultancy that uses strategy + branding + technology + marketing to fuel meaningful impact. We think different and that's the +.

Our unique blend of marketers + technologists impacts a business from the inside out. The outcome of our holistic approach is alignment with your vision, team culture and business goals. Whether we're building a brand, marketing campaign, website, or software application, we are passionately committed to fueling your business.

RC PURPOSE

To entangle ourselves with our team, clients, and community to fuel meaningful impact.

MISSION

Building #boodss organizations clients want to work with and employees want to work for.

VISION

To be a company of unquestionable authority.

RC CORE VALUES



Start Date: Wednesday

End Date: Exact date

Commitment: 3 days

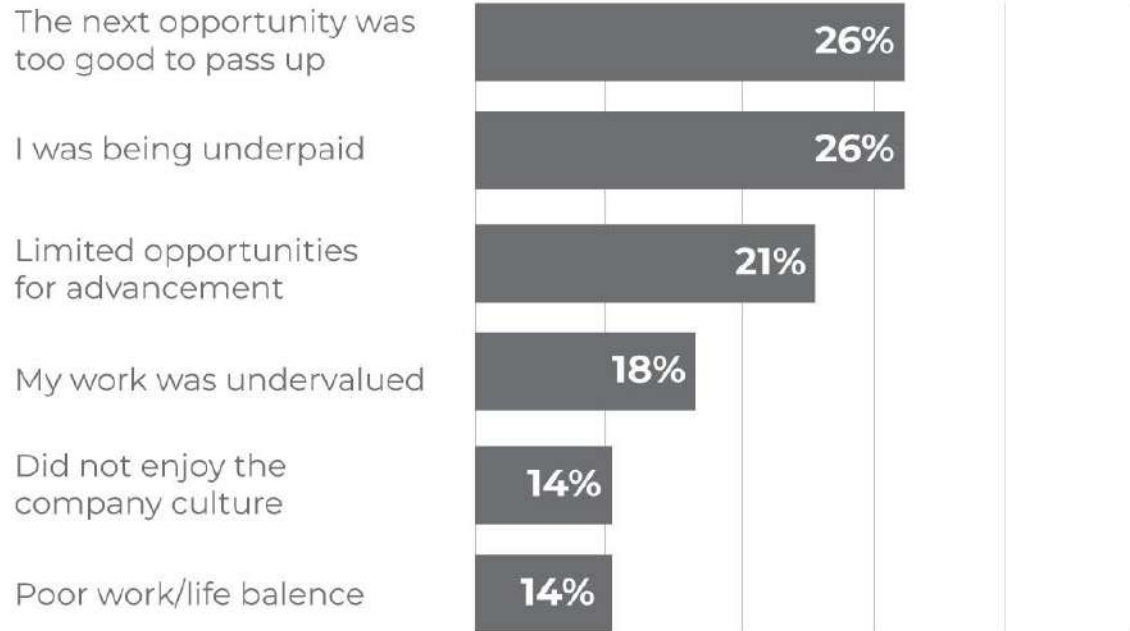
We're kinda obsessed with finding the best way to conduct business. That means we take our own business and our clients' businesses seriously. We hope you'll walk away with not only a fuller portfolio and understanding of your field, but also with a grasp of business financials, marketing strategies, and what it's like to work in a fast-paced environment. By the end of your time at RC, you'll get ...

- Real world experience (#adulting)
- Portfolio assets and practice with portfolio reviews
- Interview experience and mock interview prep
- Resume feedback through a review workshop
- A puppy (just kidding! ... but if you have a well-trained one, feel free to bring it to the office)





REASONS PEOPLE LEAVE THEIR JOBS



*<https://hired.com/opportunity-index>

Stanford University

Cardinal
at Work

Benefits &
Rewards

Contact Us

Home

My Offerings

Health

Retirement Savings

WorkLife

Compensation

Time Away

Sweet

Our Compensation Philosophy

Stanford is committed to providing a fair and competitive staff compensation program that will attract, retain and reward high-performing employees at all levels. The university is also committed to providing a total staff compensation package tied to the attainment of individual and group results and the achievement of organizational goals.

Primary principles that guide our staff compensation program

- Pay what a job is worth.
- Recognize and reward individual and group performance.

The staff compensation program is designed to meet certain key objectives:

- Transparency: Provide managers and employees access to job-related content, pay guidelines and salary ranges.
- Flexibility: Support a diverse, decentralized organization to accommodate differences and changes in job requirements, job market and economy.
- External Competitiveness: Reflect pay rates for comparable jobs within the relevant labor market.
- Internal Comparability: Provide pay guidelines that ensure similar jobs are paid equitably across the organization.
- Recognition: Reward performance through salary increases, bonuses and incentives; extraordinary performance and contributions are further rewarded at a level that signifies the value of the employee to the organization and encourages retention.

Flimench

PERFUMERY FLAVORS INGREDIENTS RESEARCH SUSTAINABILITY COMPANY CAREERS

EN 19°C LOCATIONS CONTACT US

Twitter Facebook LinkedIn

CAREERS

Compensation Philosophy

Job Offers



CAREERS / COMPENSATION PHILOSOPHY

WHAT WE OFFER

REWARDS AND RECOGNITION

Our compensation philosophy is designed to enable us to attract, motivate and retain the finest talents. Our employees are rewarded for their contribution to business results. This is achieved through competitive Base Salary, Variable Compensation plans such as Profit Sharing and an enviable set of benefits. Compensation plans and rewards are transparent, simple to understand and published internally to all employees. We also provide tools for recognition that can either be used by the managers or by colleagues to recognize and value the outstanding performance of others.

Salary Structure

Job Changes

Glossary of Terms

Online Resources

Contact Us

Payroll

Faculty Compensation

Compensation Principles

External Competitiveness

Gender Pay

Transparency

Aligned to Business Strategy

Flexibility



Other companies have "perks". We just have the Carrot experience. Of course we cover the **basic benefits**...



UNLIMITED VACATION



401K PLAN



HEALTH CARE WITH
DENTAL & VISION



PRE-TAXED TRANSIT

While you are working your hardest on opportunities that will define your career, Carrot makes sure your environment **provides for you**. On day one, you're indoctrinated into our family with a **welcome kit**. Soon after, we **brand** you as one of our own. Day-to-day, you'll enjoy a bright, **open layout**, killer views, and unconditional happiness. You will do your best work, and you will work your hardest ... and there will be plenty to **celebrate**.



FARMIGO



FORNINO



BEER + COFFEE



SEAMLESS

If you follow us on **Instagram**, you know that we feed people, a lot... in honor of a project launch, for anyone celebrating a **#Carrotversary**, or just for hustling hard. While our fully-funded **committees** are partially to blame (slash thank), our **big deck events** also keep our bellies content ... in addition to **many parties** throughout the

Perks OF BEING A Penny Hoarder

WORK FROM HOME ONE DAY A WEEK

BEAUTIFUL STATE-OF-THE-ART OFFICE

401K WITH UP TO 4% MATCH

Why You'll Love St. Pete

We're proud to be based in sunny St. Petersburg, Florida, a growing city with a fiercely eclectic personality (and low cost of living!). We're located in the heart of downtown, which is home to lots of locally owned boutiques, bars, and restaurants.

We get about 264 days of sunshine each year, the average temperature in January is 64 degrees, and our world-famous beaches are just a 15 minute drive away.

[MORE TO LOVE ABOUT ST. PETE](#)



The Moz Story

We know SEO. In fact, we wrote the blog on it.

At Moz we believe there is a better way to do marketing. A more valuable, less intrusive way where customers are earned rather than bought. We're obsessively passionate about it, and our mission is to help people achieve it. We focus on search engine optimization (SEO). It's one of the least understood and least transparent aspects of most marketing, and we see that as an opportunity. We're excited to simplify SEO for everyone through our software, education, and community.

Our founding

Moz was founded by Rand Fishkin and Gillian Muesel in 2004. It was called SEOmoz, and started as a blog and an online community where some of the world's first SEO experts shared their research and ideas. We launched the Beginner's Guide to SEO and our first Search Ranking Factors study, and a hub of industry expertise transformed into a small consulting firm and led us to create some of our first SEO tools.

With & funding

Due to the demand, we shifted our focus to consulting in 2007 to power the growth of new tools and ideas. By 2009, we had 5,000 subscribers and codified our expertise in the acronym TAGFEE, which we shared with our clients in an effort to demystify SEO when we started filing. Whiteboard Series B funding

A BRIEF HISTORY of LinkedIn

2003 Launch

In late 2002, Reid Hoffman, a general partner at Sequoia Capital, and his friends at the time, Peter Thiel, Ben Horowitz, and others, decided to launch a new type of online network. They called it LinkedIn. The idea was to create a place where professionals could connect and share information. LinkedIn was the first to offer a free, professional network where users could connect with others in their industry, share information, and find jobs. LinkedIn was the first to offer a free, professional network where users could connect with others in their industry, share information, and find jobs.

2004 Experimentation

LinkedIn started as a social network for professionals, but it quickly evolved into a place where users could share information and find jobs. LinkedIn was the first to offer a free, professional network where users could connect with others in their industry, share information, and find jobs.

2005 Revenue

LinkedIn started as a social network for professionals, but it quickly evolved into a place where users could share information and find jobs. LinkedIn was the first to offer a free, professional network where users could connect with others in their industry, share information, and find jobs.

How we hire

Students

Jobs

View applications

Apply

Interview

Decide

Search jobs

How we hire

There's no one kind of Googler, so we're always looking for people who can bring new perspectives and life experiences to our teams. If you're looking for a place that values your curiosity, passion, and desire to learn, if you're seeking colleagues who are big thinkers eager to take on fresh challenges as a team, then you're a future Googler.

Becoming a Googler in three steps

1

Apply

Found a great role? Check out these tips before you apply.

HOW TO STAND OUT

2

Interview

We interview differently. Here are some pointers to help you prepare.

GET SOME TIPS

3

Decide

Learn about how we make hiring decisions.

GROW WITH US

FAQs

Does Google still ask brainteasers in job interviews?

What are the application deadlines?

Do I need a computer science degree to be a Google software engineer?

I interviewed/applied last year and wasn't selected. May I reapply?

Will you let me know when a job has been filled?

Will recruiters be coming to my university?

ENTERPRISE HOLDINGS

Alamo

Enterprise

Reliance

Our Company

Opportunities

Students

Military

Find Us

Search Jobs

Branch Manager

Service Manager

Management Trainees

Customers and Business Partners

Career Path

As a Management Trainee, you are the future of Enterprise. You'll be given real responsibility – and be expected to own it. We'll empower you to experience, explore and thrive. Our promote-from-within culture means you can have many unique careers all within one company. With support and training every step of the way. You just need to take the leap.

Management Trainee

Assistant Manager

Area Manager

Regional Vice President

1

2

3

4

5

6

7

8

Management Assistant

Branch Manager

Group Rental Manager

Vice President/General Manager

RED HAT JOBS

Find a job

Job categories

Locations

Life at Red Hat

SOCIAL MEDIA

See what Red Hatters say about #LifeAtRedHat

Join our VP of Infrastructure Engineering as he treks 2,200 miles along the Appalachian Trail & learn how his passi...

<https://t.co/BOqUr4Gj5t>

At #RedHat, open is our passion. Take a look inside our unique culture and environment to see what #LifeatRedHat is...

<https://t.co/QI3G3MJJ94>

We're (ice) screaming that it's Friday! May your weekend be full of sunshine and sweet treats...

<https://t.co/y8r87rnWKM>

We're #hiring! Come teach customers about open collaboration + open technologies with our @RedHatLabs team...

<https://t.co/MJLopTKRHs>

Built in a former #Necco manufacturing plant, #RedHat's Global Executive Briefing Center in #Boston brings...

<https://t.co/3MfpIEWxbB>

RT @openorgbooks: @delisaatrednat explains when to align —and when not—in #TheOpenOrg

<https://t.co/XqHeY0iIva>

Tranquil vibes. Greenery. Beautiful view of the city. This #collaboration space in our #Shenzhen office has it all...

<https://t.co/aW5GeJznJ>

Our office in #NYC recently hosted a class of #computerscience students for the day to give them an inside look at...

<https://t.co/LsIr1IErh9>

RT @RedHatUK: #Sun out, #icecream is out at the #Farnborough office. Thank you to our GWS team, Red Hatters enjoyed one of their favorite t...

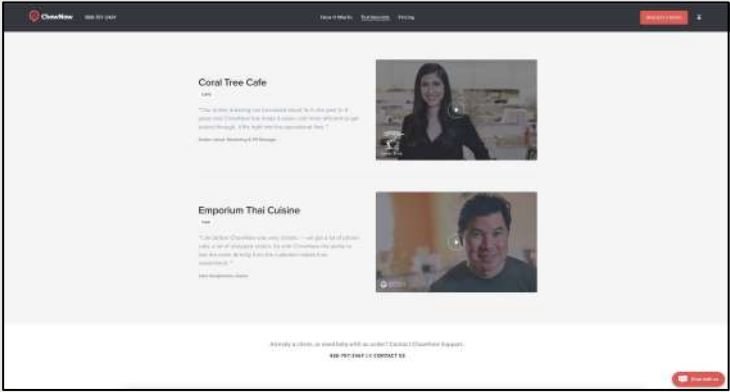
Here's a behind-the-scenes look at our annual #RedHat #OpenHouse event in #Brno:

<https://t.co/eePYwcF8ia...>

<https://t.co/cNeovQnvi>



of employers are currently using employee testimonials



Riding the snowball effect of our investments and improvements, we figured that while we're at it, why not renovate the entire office space?

READ



Drum roll, please! Join us in welcoming our newest bodass and Account Manager, Lisa:

HEAD



On May 18th, PC is going on a hiatus for a day. We're putting all office work and shenanigans on hold to volunteer at the Beat Tom and Bill Charity Golf Outing (BTF Foundation).

READ



Our client Jonathan Terrell, CEO and President of KCIC, ran 7 marathons, on 7 continents, in 7 consecutive days. Seriously... So, what was his reason for running?

SEAS



RC is welcoming our newest creator, writer, and badass, Jordan Doll!



WHAT'S NEW

Empowering Thought Leaders In Our

AC traveled to Washington D.C. this month, not to visit the White House, but to host a marketing lunch and learn for our friends at K&C.

At the start of 2018, we launched our newly designed internship program, and



Kacey Keegan represents RC in Connecting Students & Alumni in the Windy City.

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[WHY MOMENTFEED?](#)





A career at MomentFeed isn't a just job, it's a lifestyle focused on making our company the best partner our clients have ever had while helping them increase revenue through mobile.



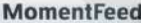
Forbes
2017 WINNER

A Career As A "Feeder"

We work hard to be the best place our employees have ever worked, and we're proud to be named as one of the **Best Places to Work** in Los Angeles by the *LA Business Journal* and one of the Santa Monica companies you need to know by *BuiltIn LA*.



BEST
Places to Work
2017








Automation for the Small but Mighty

How do you prioritize customer service and new business development when you're operating with a lean sales team? For Bates Metal Surface Solutions, it required defining their sales process and aligning marketing with areas they most needed support. Find out how we helped Bates close the loop on customer communications while arming them with data to keep customers engaged for repeat business.

[READ MORE](#)



WE WORK WITH ORGANIZATIONS COMMITTED TO STRATEGIC GROWTH








AWARD-WINNING TEAM






YOUR HR TECH STACK



YOUR HR TECH STACK

- 
- Recruiting
 - Your Website/Career Site
 - Candidate /Employee Management
 - Employee Satisfaction Survey
 - Recognition & Performance
 - Learning and Development
 - Employee Engagement
 - Comp and Benefits

GAME ON!
HIRING
AS A
TEAM SPORT



PUT EMPLOYEE PERSONAS INTO **ACTION**

PERSONA



PROMOTE

SCREEN BETTER

MEASURE

SAMPLE SCOREBOARD

It takes an average of 40 days and
\$4,000 to make a hire

GOAL: DECREASE DAYS/TIME TO HIRE

RESUMES

PHONES
SCREENS

INTERNAL
INTERVIEWS

BEST
SOURCES
FOR HIRES

Company Review Sites

glassdoor Jobs Company Reviews Salaries Interviews Know Your Worth

Search: Companies Location

Gensler Engaged Employer

Overview 698 Reviews 478 Jobs 1.4k Salaries 216 Interviews 202 Benefits 80 Photos

There are newer employer reviews for Gensler

Dec 21, 2015 Helpful (2)

"The Best Design Firm!"
5.0 Current Employee - Architect
Recommend Positive Outlook Approves of CEO
 (I have been working at Gensler full-time (More than 8 years))

Pros
 After working at several design firms, I really feel this is the best of the larger firms to work at. Leadership is accessible, good compensation package including bonuses and paid time benefit (they actually pay for overtime work), great culture & values established by the firm's founder, Art Gensler and an open & collaborative work environment.

Cons
 Could be a frustrating environment for those that aren't taking ownership of their own career growth & interests - you really need to be vocal and entrepreneurial.

Other Employee Reviews for Gensler
 Dec 16, 2013 Helpful (1)
"Great company culture"

Gensler Careers
 Gensler designs for people. We're not just designers. We're thinkers, craftspersons, visionaries, innovators, and thought leaders. Fuelled... [More](#)

[Giving Back](#)
[Your Career](#)
[Recognition](#)
[Join Our Firm](#)

Jobs You May Like

- Graphic Architectural Designer
Gensler - Chicago, IL
- Senior Technical Designer - Junior
Gensler - Chicago, IL
- Strategist
Gensler - Chicago, IL
- Graphic Designer - Senior
Gensler - Chicago, IL

COMPARABLY Companies Salaries Jobs Studies Q.Search...

Red Hat 60 RATING 1277 RATINGS 2015 RATING 2014 RATING 2013 RATING 2012 RATING +2

To be the leader in communities of customers, contributors, and partners creating better technology the open source way.

[Overview](#) [Culture](#) [Leadership](#) [Reviews](#) [Salaries](#) [Jobs](#) [Competitors](#) [Interviews](#) [Q&A](#) [Rate your company](#)

Company Culture

Last updated 10 days ago

B+ 74 / 100

Top Rated Culture Dimensions

Dimension	Score
CEO Rating	A-
Executive Team	A-
Outlook	A-
Compensation	A-
Work/Life	A-
Team	A-

CEO Score 74 / 100

CEO Jim Whitehurst

anPSI 50

anPSI 50

anPSI 50

SAMPLE SCORECARD

It's increasingly important to have a strategy for branding, managing and leveraging review sites

GOAL: 25% OF STAFF COMPLETE REVIEWS IN 90 DAYS

TENURED
STAFF
REVIEWS

CEO
REVIEWS

NEW HIRE
REVIEWS

COMMENTS
ON
CRITIQUES



** mama-s
brandong
Sauce title
ever so sli
haha.

Add a com



Gina Krusinski Schmidt
Vice President at Krusinski Construction Company
16h

Thrilled with our new site...check it out!



Krusinski Construction Company
4,578 followers
16h

We're thrilled to present our new website built with a modern look and feel, a brand identity refresh, easy navigation, a career page, and more project spotlights than ever before. What makes this even more exciting is the new website is launching just in time for Krusinski's 45th Anniversary. It's hard to imagine how far we've come since Joe Krusinski founded the company in 1973! Visit us at www.krusinski.com and be sure to check out our careers page to see how you can be a part of our team.

THE ALL NEW KRUSINSKI.COM



8 Likes · 1 Comment

Like Comment Share



Kathy Steele
Founder & CEO at Red Caffeine Marketing + Technology

Are you a #badass? Do you want to do work that makes a true impact? Are you a designer, developer, strategist, content writer, account manager or online specialist? We are always looking for great talent at Red Caffeine. <https://redcaffeine.bamboohr.com/iobs/view.php?id=81>

red
CAFFEINE

Want to Hear From You
redcaffeine.bamboohr.com

Post Settings

Post

SAMPLE SCORECARD

Companies can expand their talent pool by 10x
recruiting through their employees' networks

GOAL: INCREASE SOCIAL SHARING BY NON HR STAFF

FACEBOOK
SHARES

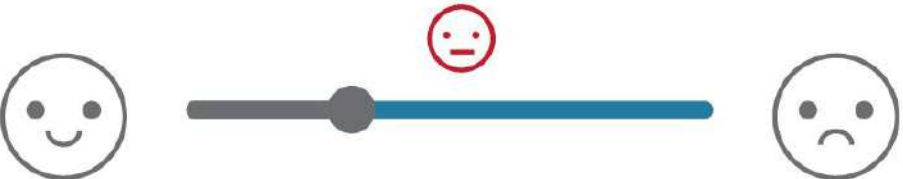
TWITTER
SHARES

LINKEDIN
SHARES

TOTAL
CONVERSIONS

#USE HASHTAGS TO TRACK

HOW ARE WE DOING?



SUBMIT

 **TINY**pulse

officevibe

 Emplify

SAMPLE SCOREBOARD

Replacing a salaried employee can cost up to 6-9 months' salary and take up to 2 years to reach full productivity

GOAL: INCREASE/MEASURE EMPLOYEE HAPPINESS

BENCHMARK
SURVEY

90% TEAM
PARTICIPATION

ENTER BEST
PLACES TO
WORK

MOOD
BOARD

EMPLOYER BRANDING **PLAYBOOK**



- Assessment
- Employer Branding Foundation
- Career Site Must Haves
- Recruiting Campaign
- Metrics

Q&A