

Hire to Your Values

Transform Your Recruiting & Hiring Process (*And Retention Too!*)



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Identify Values Before Impact



Values Are
the Lifeblood of
Your Business



Employees Must Buy-In to Your Values

@MarenHogan



How Do I Get My Employees to Buy Into Our Values?

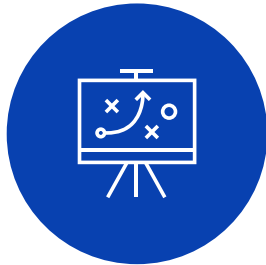
Let's Hit It

How We Broke It Down

Your Values Must Be Identified and to Do This You'll Need to Be a Little Sherlock Holmes About It

Step 1

Identification
and Cohesion



Step 2

Definition
and Application



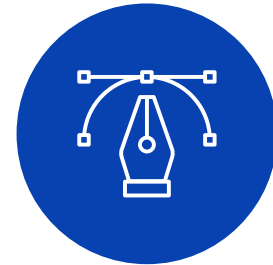
Step 3

Combination
and Streamlining



Step 4

Pare
Down

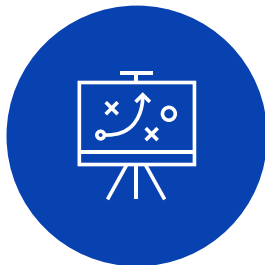


Let's Hit It

How We Broke It Down

Step 1

Identification
and Cohesion



- Employee Handbook
- Website
- Internal Documents
- EVP
- M/V/V

Let's Hit It

How We Broke It Down

Step 2

Definition
and Application



- Example
- Internal Stories
- Daily Activities
- Client Interactions

Let's Hit It

How We Broke It Down

Step 3

Combination
and Streamlining



- Combine
- Shared Values
- Similar Applications
- Align with Enterprise

Let's Hit It

How We Broke It Down

Step 4

Pare
Down



- Easy to Remember
- Can Be Recited
- No MORE Than 10
- No Less Than 4



“

Before you leave the house, look in the mirror and take at least one thing off.

– Coco Chanel

Survey for Value Statements and Cut Through the Noise



Do:

- Add People Who Have Been With the Company for 5+ Years
- Ask Trusted Clients, Partners, or Customers When Appropriate
- Select a Diverse Pool of Employees
- Have Managers, Executives, & Front-Line Workers
- Select White-, Grey-, & Blue-Collar Employees
- Ensure Anonymity & Respect for Their Time
- Have Someone From Each Department or Team
- Include Every Region If You Are Global/National
- Make All Surveys Mobile

Don't:

- Select Employees for the Sake of Being Diverse
- Only Include HR & Execs in the Process
- Have More Than 2-3 People With <6 Months of Experience in the Company
- Request More Than 15 Minutes of Their Time Each Week
- Only Survey “Skilled Workers”
- Focus Only on One Area/Region/Department
- Share Controversial Opinions With Anyone but Your HR Team



Validating Your Values

Rank • Agree • Believe • Represent • Reflect • Example

By the End of 7 Weeks, You Should Have a Comprehensive View of How Your Company Views the Values





Sort It Out

**Rank Values in Order for Now...
Hold on to Those Employee Standards**

Next,
Infuse Company Communications
& Events With Values to Reinforce
Their Importance

“

If You Don't Tell Them (Consistently), They Won't Know Them.
If They Don't Know Them, They Can't Share Them.
If They Can't Share Them, They Won't Live Them.
If They Don't Live Them, They're Not Your Values.

- Maren Hogan

Emails and Surveys



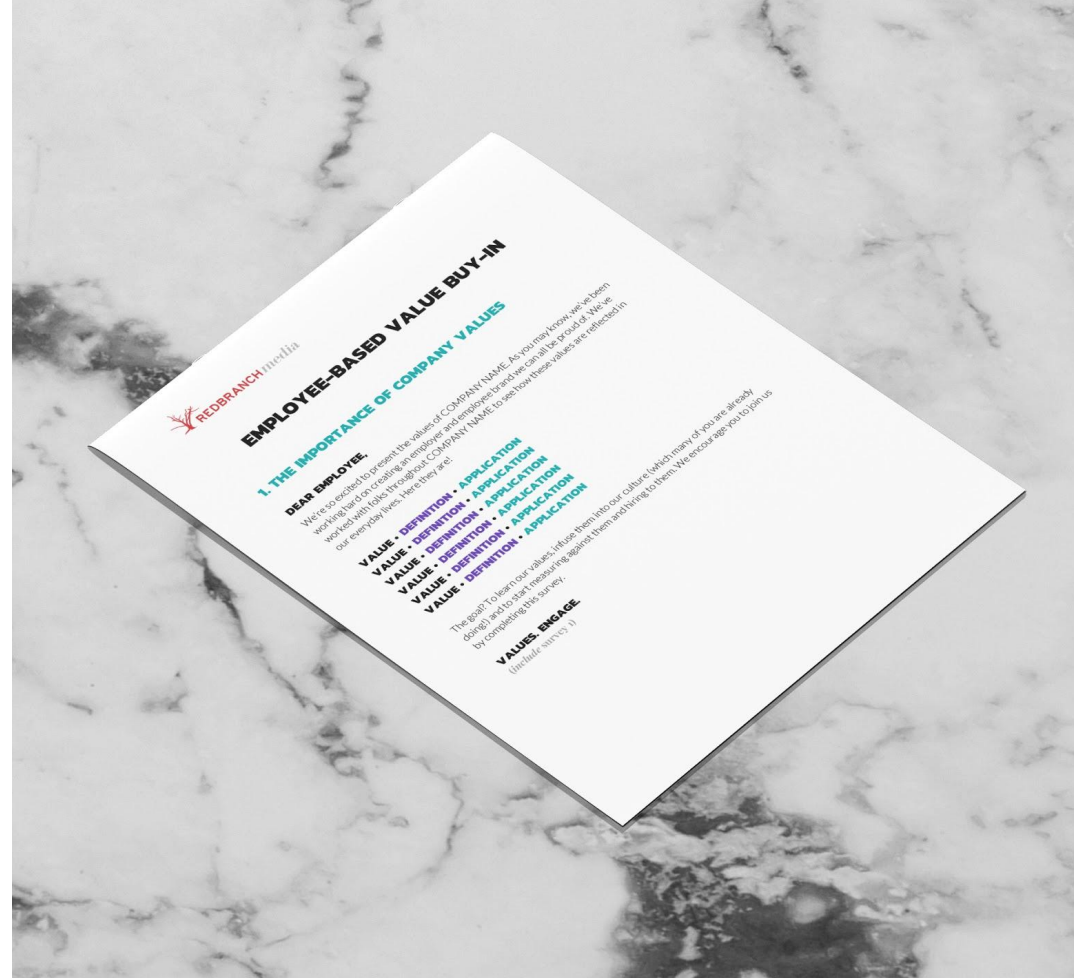
Company-Wide
Email Workflow



Anonymous
Survey



Do Not Require
a Response



Real-Life Ideas

Things You Can Implement Right Now

- T-Shirts
- Mugs/Water Bottles
- Posters
- Flipbooks
- Have EEs Put Their Top 3 in Their Email Signature
- Create Awards
- Daily Values “Feelin It”
- Notepads
- Company Events
- Rewards and Recognition Lever
- Performance Conversations
- Job Descriptions
- Intranet
- Website
- Blog About It
- Value Video Series
- Spotify Playlists





Create a Value-Based Hiring and Performance Process

Get Your Own House in Order

Managing and Values Go Hand-In-Hand

While Not Every Employee Will Identify Strongly With Each Value, They Should Help:

Select



Define



Refine





First

Your Values and Their Definitions Have to Be Part of the Company Vernacular

Get Values

Into Your Performance Management System or Culture/Engagement





Introduce Values

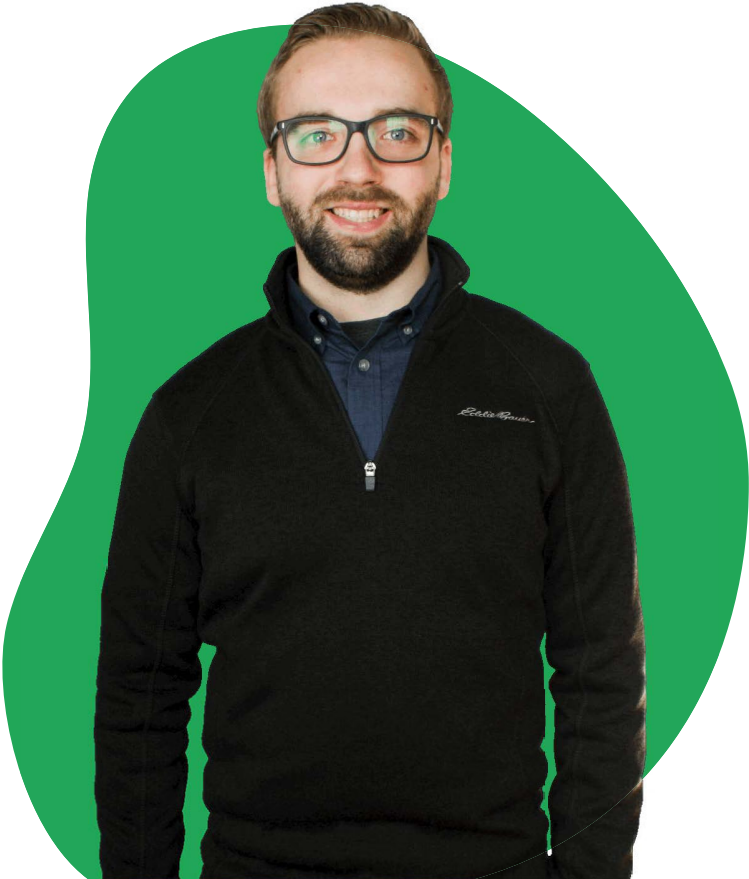
**Into Both Constructive and Corrective
Feedback as Well as Praise Statements...**

Drum Roll Please: Hiring to Your Values

90%

**Of Candidates Won't Work for a
Company That Doesn't Align With
Their Values**





80%

**Of Fortune 100 Companies
Expressed Their Values Publicly**

Link It Up

Link Your Values to Behaviors





Write It Up

**Your Values Should Be in Your
Job Descriptions**

Get It Out

**Your Values Should Be in Your
Job Advertisements**





Live It Out

Your Values Should Be Reflected in Your Assessments and Screening Process

Add It Up

**Your Values Should Be in Your Interviewing
and Candidate Scoring Process**



Instead

Ask Value-Focused Questions

You already know your values and have your values in action, you even have examples of your values in people who work there. **So ask questions based on these:**

- What did you learn from this experience?
- Would you have done anything differently and if so, what?
- What did you learn about problem-solving from this experience?
- What were the consequences of this decision?
- What was the impact of this decision?



Score It

**Create a Scorecard That Lists Each Value
With an Accompanying Question**

Reveal It

**Reveal Values by Taking the Interview
out of the Office**





The Social Test

**This Is an Excellent Chance to
Watch How Someone Handles Themselves**

Put job candidates in a more relaxed, social setting with some of their potential colleagues and giving them a chance to engage informally.

The Nice Guy Test

**The “Nice Guy Test” Takes It a Step Further,
as Zappos CEO Tony Hsieh Explained to the
Wall Street Journal**

Be. Nice. To. Everyone.





Onboarding

- Include values in their **welcome letter**
- Have their new team list their favorite 3 values
- Share what you think is their favorite value
- List out how the values you have impact their team/dept/role
- Give an example of a value in action
- Send new employees some of your **value-branded swag**

Thank You, From All of Us at the Branch



Let's Connect



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