

Strategic Training Programs

Recruiting & Retention

Staffing concerns top the list of issues facing professional service firms of today and the issue is two-fold. On one hand, you need to find and hire new talent and the second is to retain those employees as well as your existing teams – particularly as they navigate life changes. Firms who master these skills will be the firms who have sustainability and viability in the future.

This session will cover the following:

1. Culture Identification
Is your current culture attracting employees? Is it safeguarding your existing team? Do you have subcultures within the organization that are often inconsistent and getting in the way of a “one firm” mentality? We’ll uncover your current state and determine if it is a place where people want to work and stay.
2. Culture Modification/Rebuild
Based on the results of phase 1, we’ll work with you to determine your desired core values and resulting culture you want for your firm. Then, we’ll clear any existing subcultures so you can get to ground zero and rebuild your firm of the future.
3. Branding
Possessing a strong culture means that you can build a strong brand – one that your employees can be proud of and helps you stand out in the marketplace. A strong brand carries the implication that the firm will be around for many years to come as it rises through the ranks of competitors. The final phase of this program is to help the organization develop a strong brand to motivate employees and attract new ones.

How will this program make your firm better?

You will have a clearly identified culture that will unify team members across verticals. The result is a motivated, cohesive team that you are able to retain while possessing a strong brand in the marketplace that helps you to attract future staff.



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