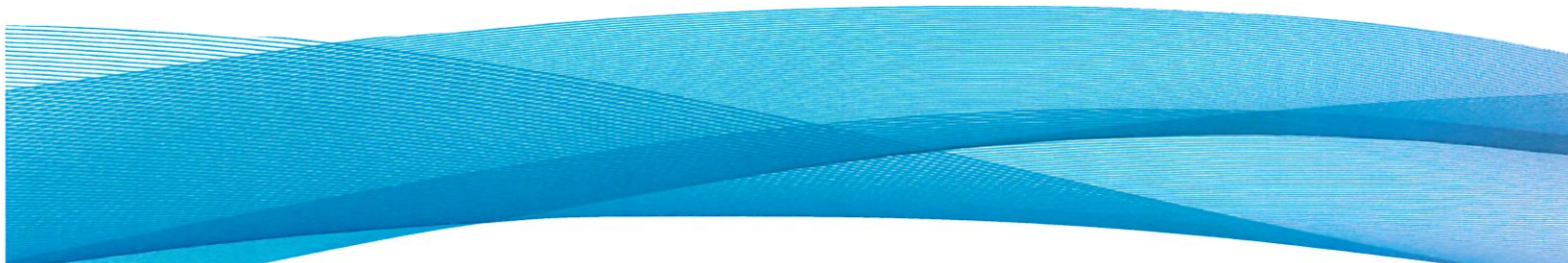




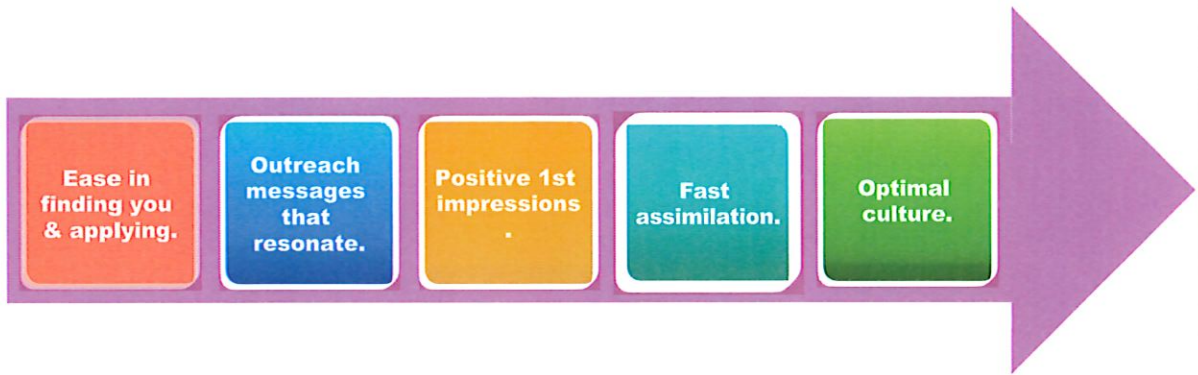
# Attracting Applicants & Acing the Interview

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**Linked** 

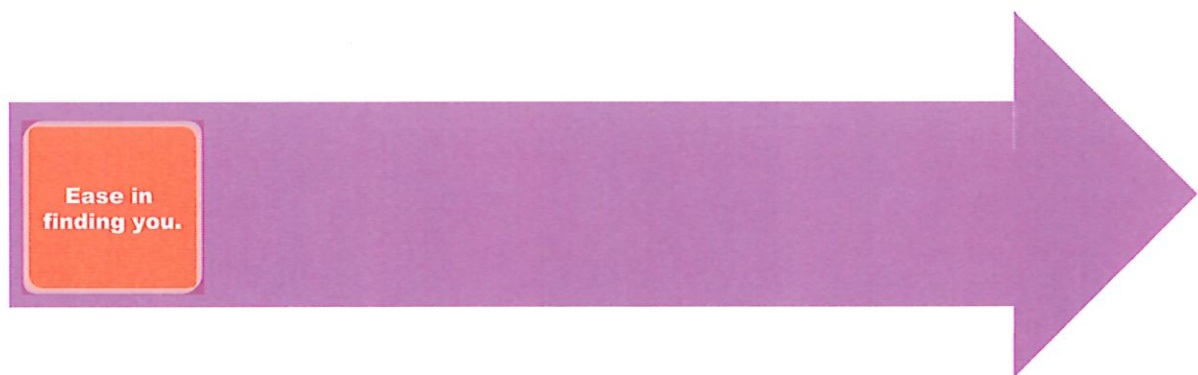


Staff stability is about 5 things.



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# MONSTER

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## Make applications easy to complete

- Think hard about what you really need to know via an application before you'll invite someone for an interview

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**JOB APPLICATION**

**1. PERSONAL DATA**

NAME

SURNAME

ADDRESS

EMAIL

CURRICULUM VITAE

**2. PREVIOUS EXPERIENCE**

JOB 1

JOB 2

JOB 3

JOB 4

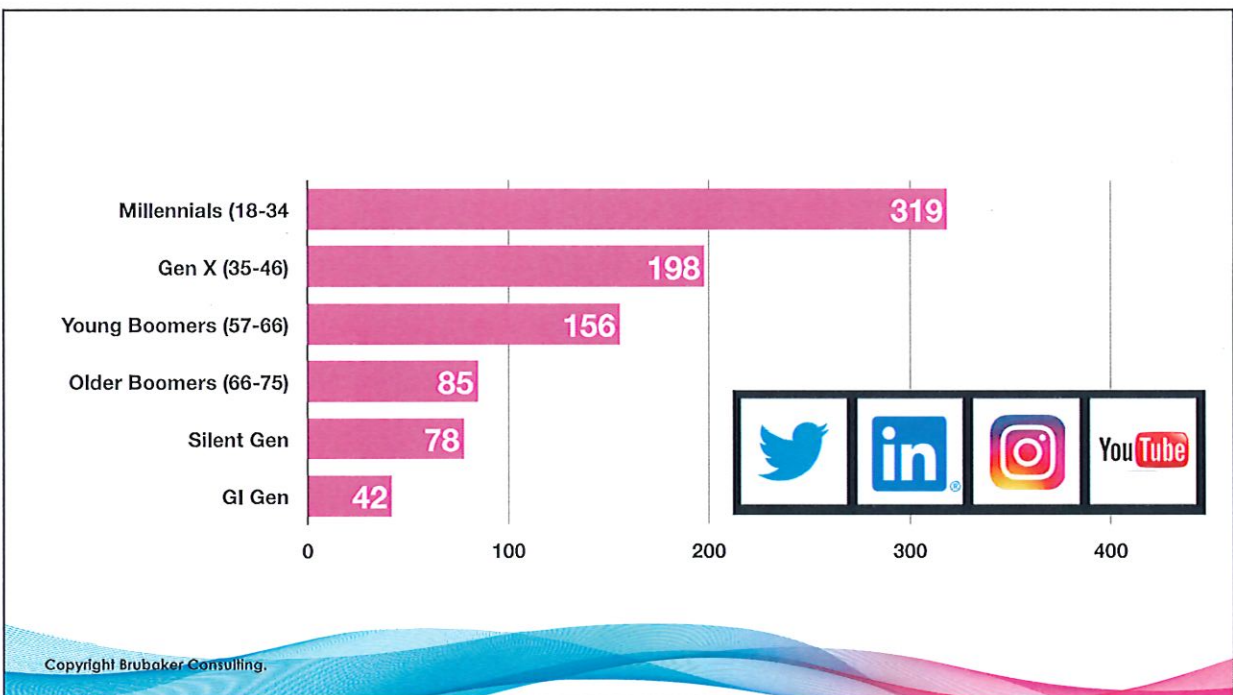
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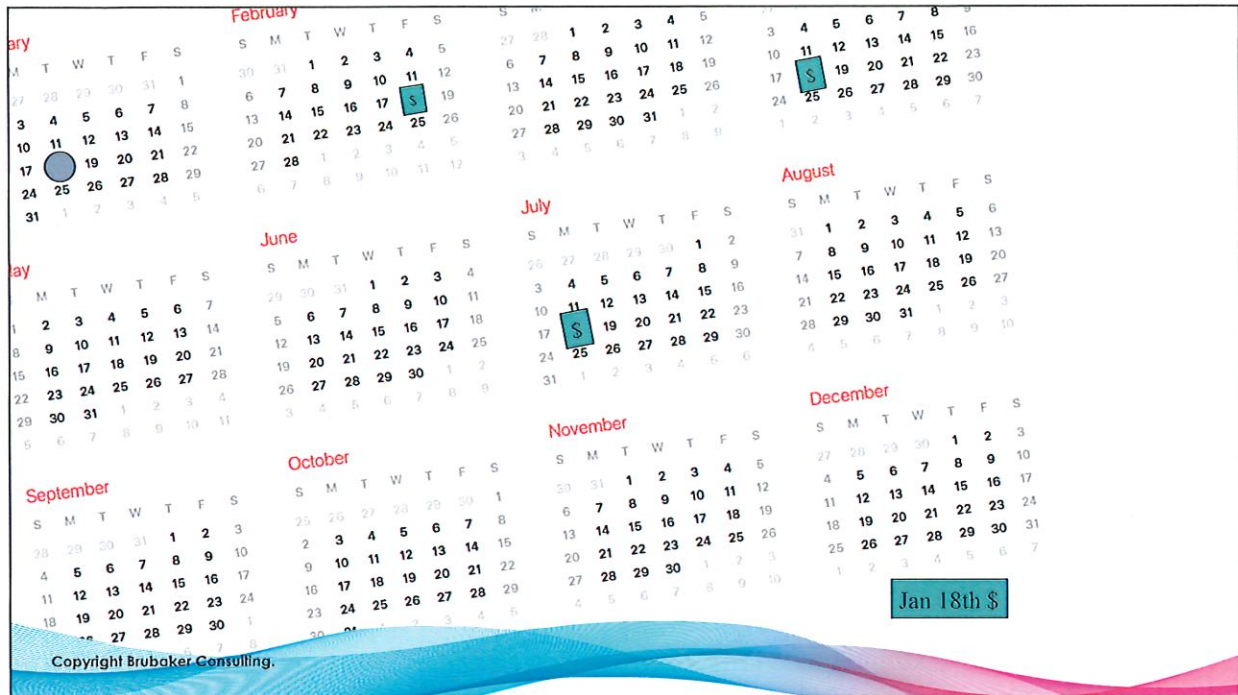
## For in-person applicants

Application acceptance hours are Monday through Thursday from 9 a.m.-4 p.m. and Fridays from 9 a.m.-3 p.m. Applications are to be completed in person at the Human Resources office, located at [REDACTED] [REDACTED] [REDACTED]. For questions about a posted position or for assistance with the application process, call Human Resources at [REDACTED], option 3, or e-mail [REDACTED] [REDACTED]

















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**Ease in  
finding you  
& applying.**

**Outreach  
message  
that  
resonates.**

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Make the message about your \_\_\_\_\_,  
**not** a short \_\_\_\_\_.

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## Mistakes companies make

- Are you really selling the \_\_\_\_?
- Is the posting '\_\_\_\_\_' heavy?

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## Who would YOU want to work for?

### JOB DESCRIPTION

\_\_\_\_\_ is currently seeking Geriatric Nursing Assistants (GNA) to join our team of dedicated staff. These are Part time and Less-than part time positions for day, evening, night and weekend shifts. Please specify shift and position you are interested in.

Interested candidates can submit a resume via email to \_\_\_\_\_.  
 \_\_\_\_\_ Please specify shift and position you are interested in. Application packets can be filled out at our Human Resources Office Monday through Friday 8:30am-4:00pm. If you have questions or would like further information about this or other employment opportunities, please contact us at \_\_\_\_\_

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Good Times Assisted Living Facility is seeking a few great people who want to **make an important difference each day** in the quality of life of elders.

As a **Nursing Assistant** you'd be part of a *collaborative team* whose energy, creativity, and communication are valued and **rewarded**.

We believe in your quality of life, too -- so you'll find our culture provides ongoing opportunities to grow (tuition assistance and in-house training), a work/life balance and a commitment to coaching that enables you to be the best you can be.

To learn if we're the right place for you simply click below and tell us a bit about yourself. See what others have to say about us at Glassdoor, LinkedIn and Facebook, too!

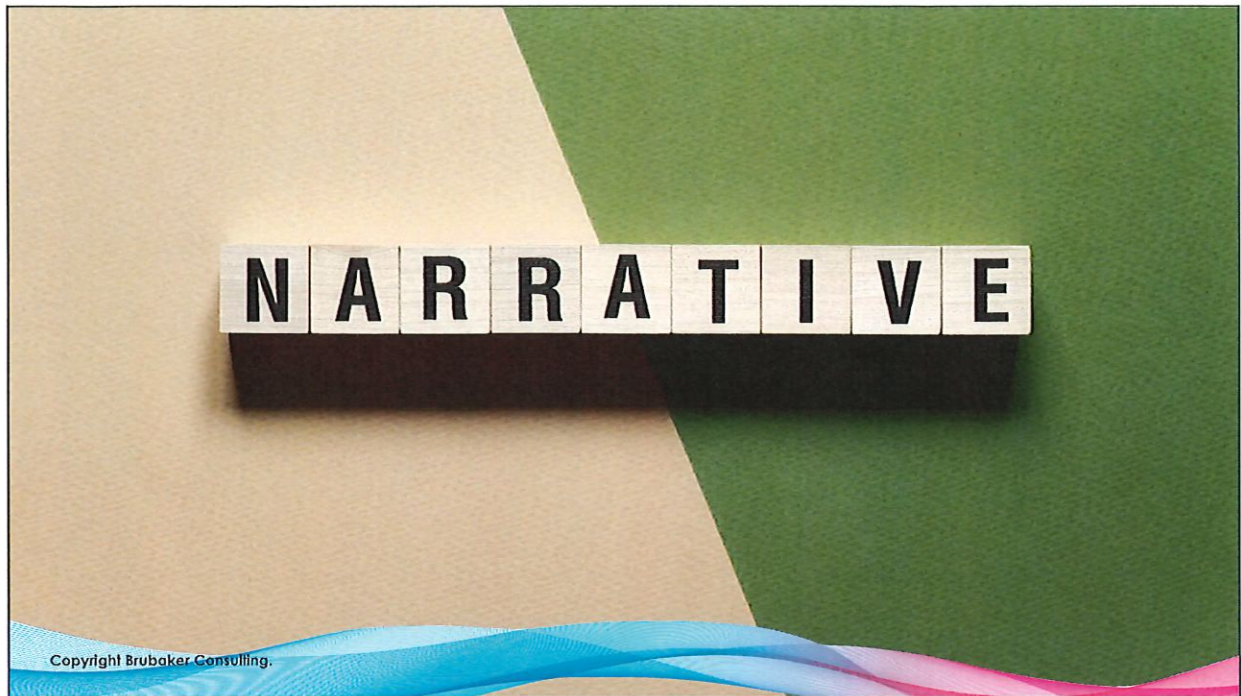
## Don't be arm's length.

- Scrub every single ad and remove all distancing language & replace it with first & second person:

Distancing grammar	Personalized grammar
At Happy Valley...	
Candidate should apply...	
New hires must be...	
Benefits include...	


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# Online Reputation Management





Monitor



Promote



Suppress

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## Glassdoor reviews.

"I am proud to finally be a part of the [redacted] Team"

★★★★★ Current Employee - LED in Ottawa, ON

■ Recommends ■ Positive Outlook ■ Approves of CEO

I have been working at [redacted] full-time (Less than a year)

### Pros

WOW...friendly people that really care about the residents and employees. Never worked for a company who had employee recognition every month, so many tools to utilize to better your life at work AND home. Education is amazing. They really want you to be the best you can be. BEST FOOD I EVER ATE AT A NURSING HOME!! That is a feat! They have been very generous with my dept and have no problem giving me the funds to do what I need to do for the residents. So generous, I really am hoping this is my last stop in life, career wise.

Show Less

### Cons

I come to work smiling, leave smiling. Other than the normal everyday stresses every nursing home faces I honestly cannot find flaws at the moment. I would've benefitted from a little more on site training but other than that I am the happiest I have ever been at a facility in years!

### Advice to Management

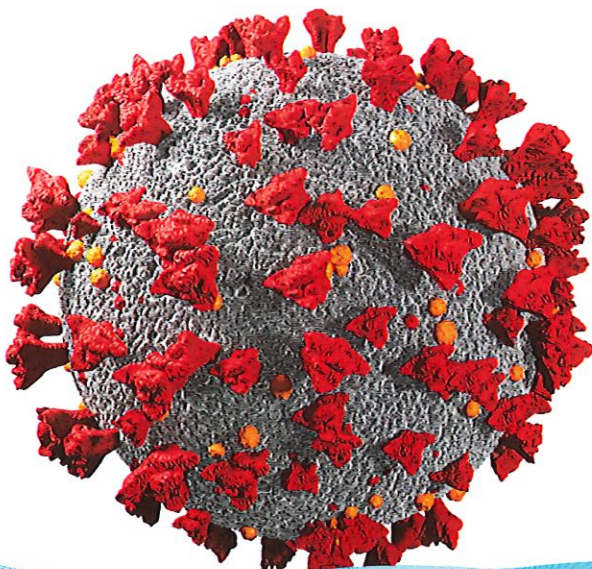
Keep up the good work. I am excited to see what other GREAT ideas come from you.

4.6 ★★★★★

100% Recommend to a friend

100% Approve of CEO

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- "I've heard about PPE shortages and that's not really been a problem here. Our manager made sure we were as safe as possible."
- "Covid has been the worst thing that I've ever seen as a housekeeper. My manager has been really amazing. She's always watching out for us and asking how we're doing. When we needed something she listened and took care of it."
- "I feel lucky to have worked here during Covid. Leadership is always trying to make it easier for us. Every day I worked some extra hours they sent dinner home with me for my family so I could just relax."

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## Family Personal Care

1234 Main Street  
Anytown, State ZIP

T 123.456.7890  
M 123.456.7891

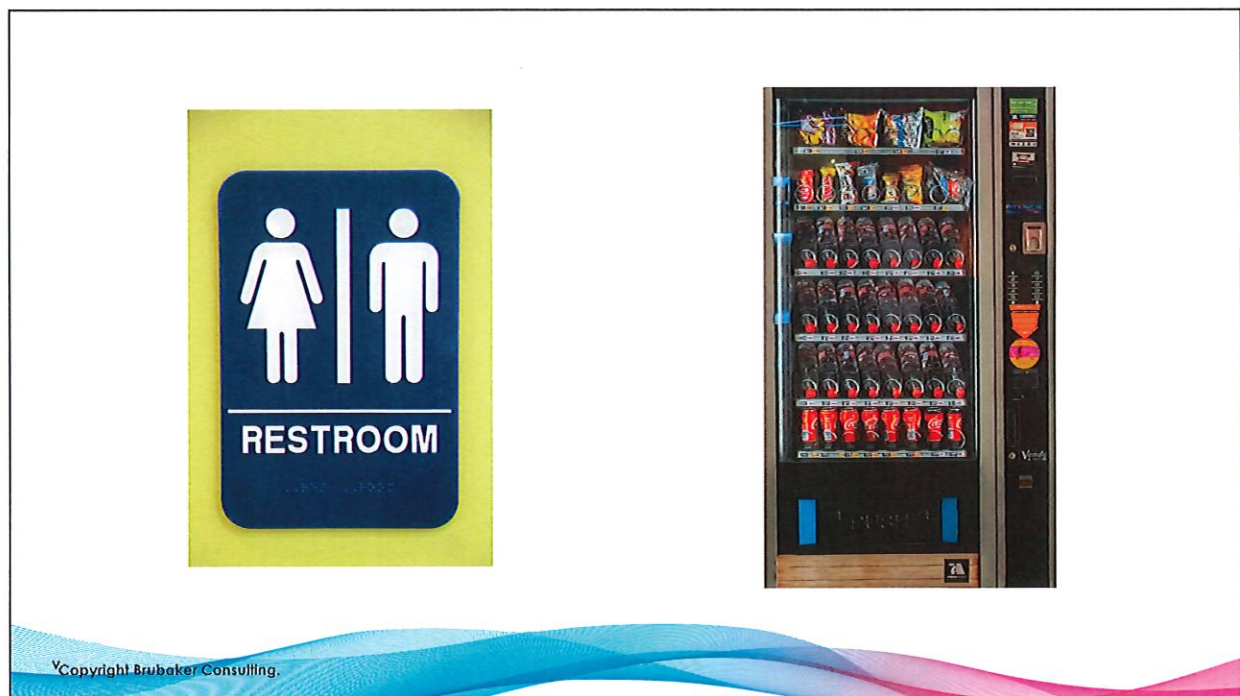
no\_reply@example.com  
www.example.com

**Top 10 Reasons Be a Part of the Family Personal Care Team!**

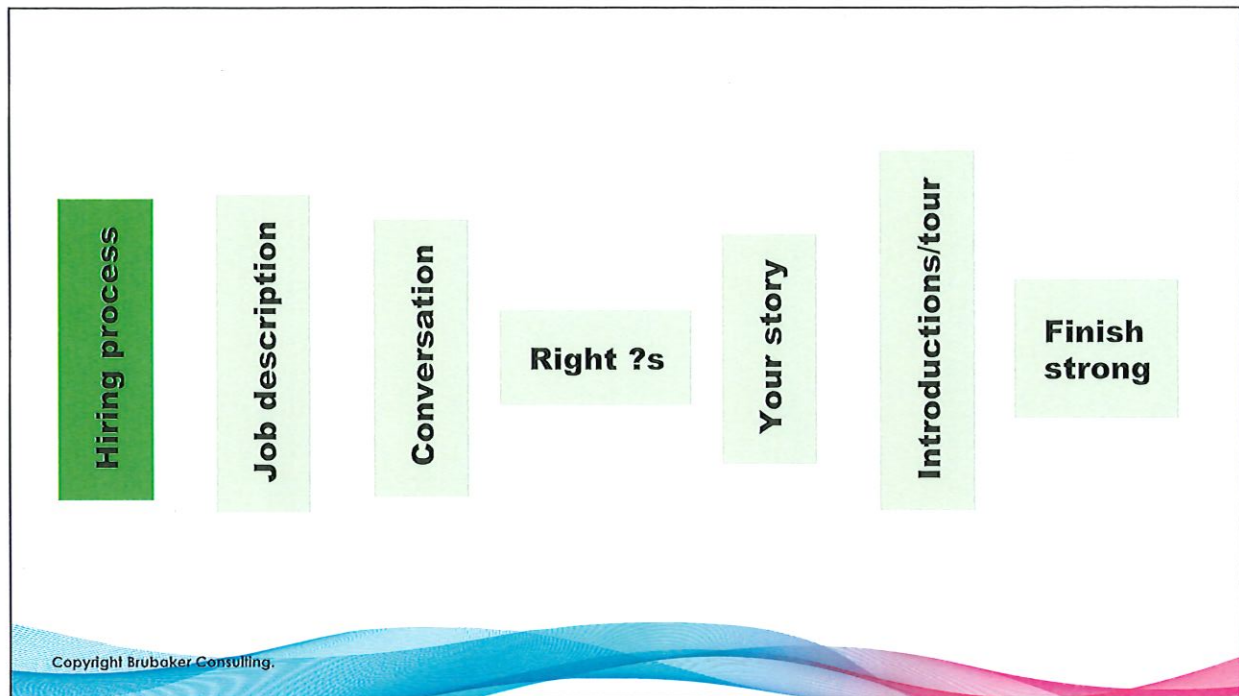
1. 97% of our team recommend working here!
2. We check pay & benefits annually to make certain your compensation is competitive!
3. Since 2018 we've paid out over \$\_\_\_\_\_ in tuition reimbursement.
4. The average tenure of a team member here is 15 years.
5. 95% of residents/families think our care is terrific!

We're rated one of the best places to work in this county!

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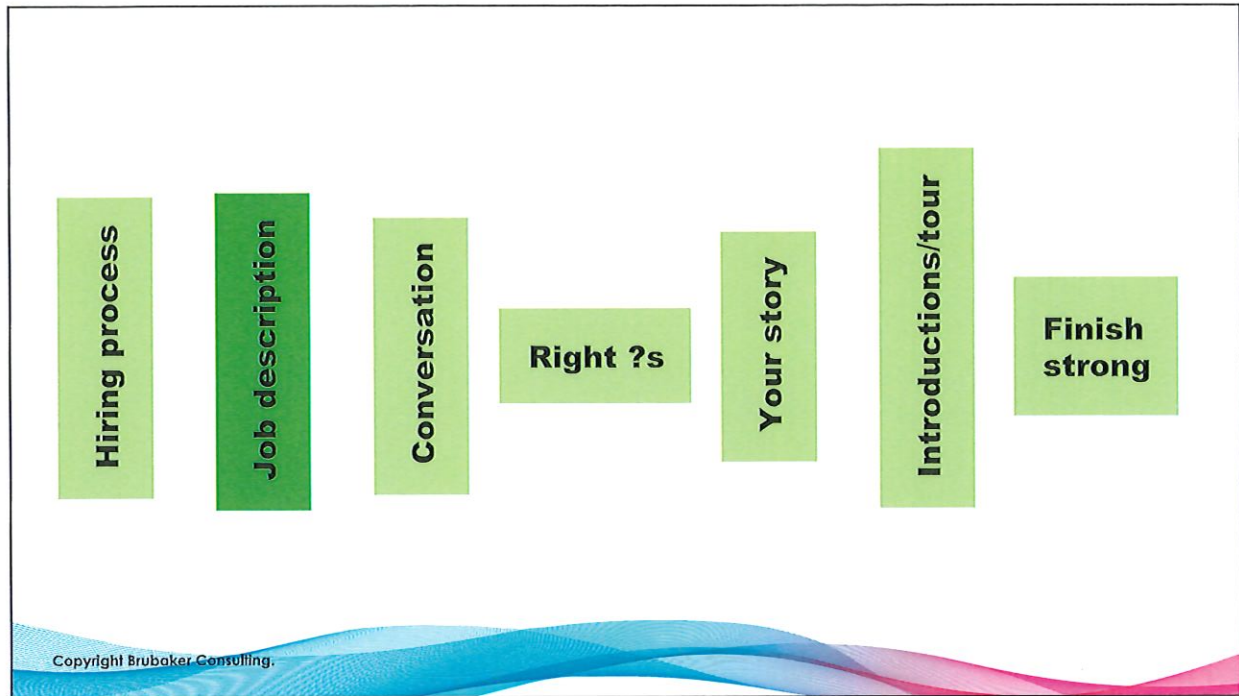






## Candidates need/deserve to know:

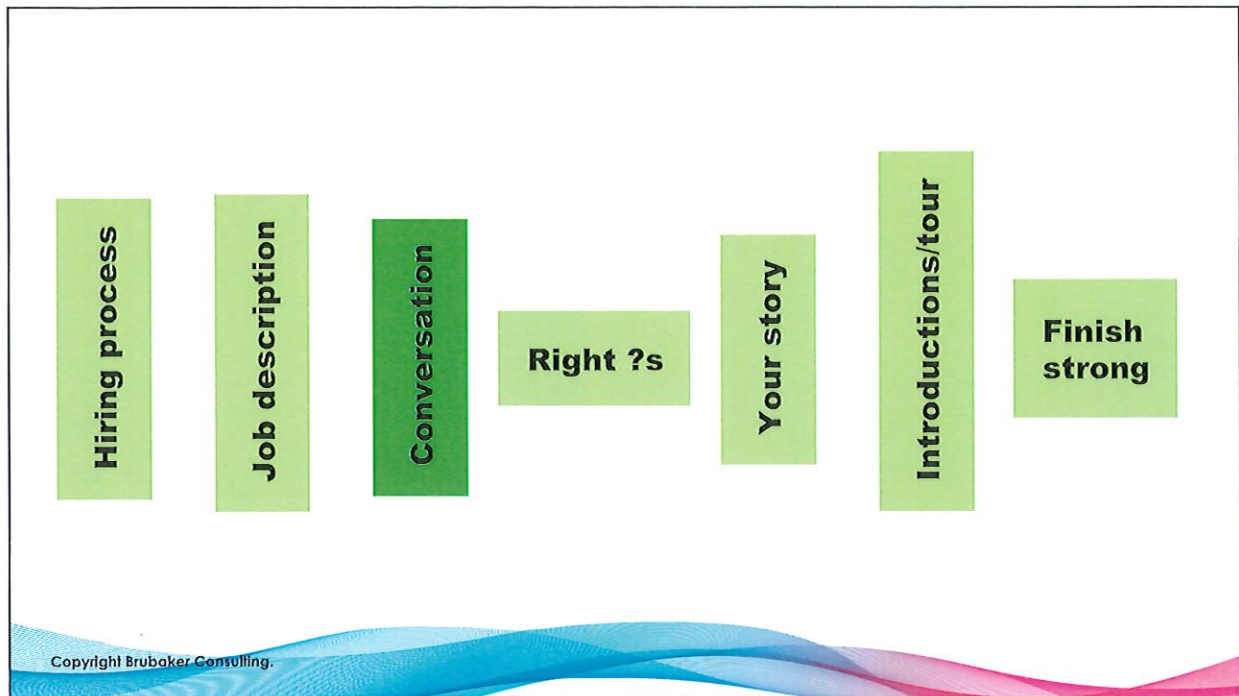
- When the search will most likely \_\_\_\_\_
- How \_\_\_\_\_ from someone
- When their \_\_\_\_\_ might be
- Who they'd \_\_\_\_\_ (and introduced to if possible)



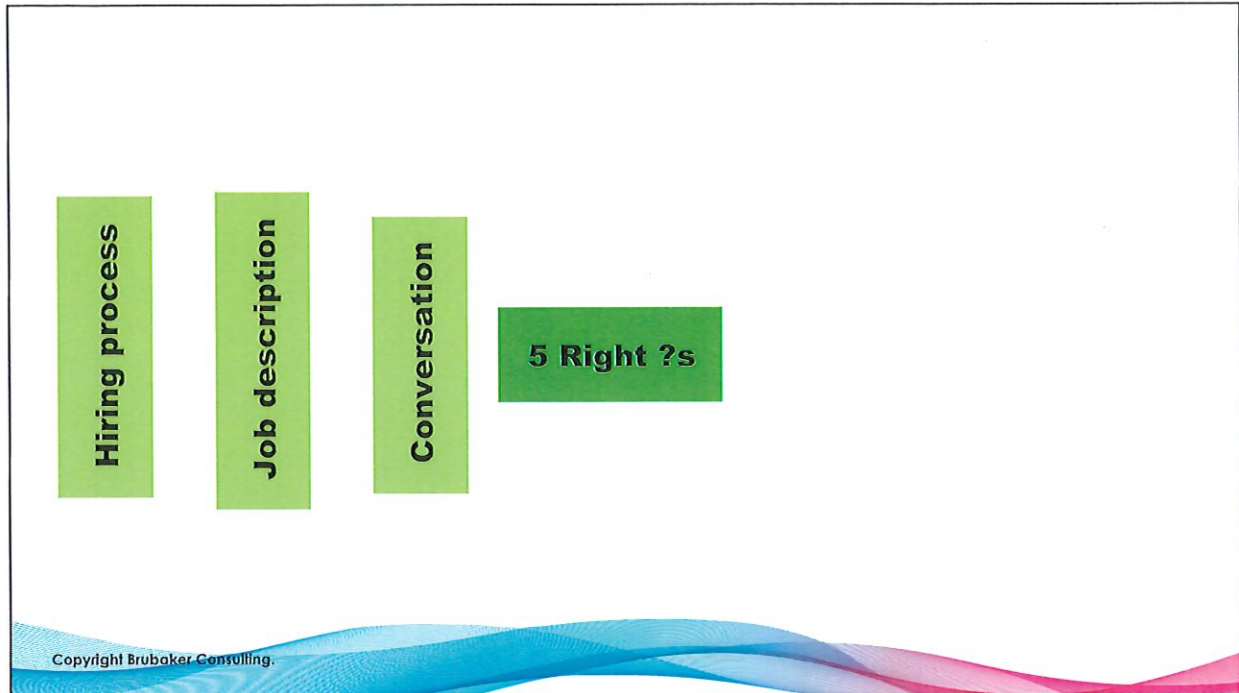
**"Job descriptions" are more than just a piece of paper.**

- Give applicants a copy but ALSO share:
  - Where they would (most likely) \_\_\_\_\_.
  - A little bit about the \_\_\_\_\_
    - their acuity, cognitive skills
    - \_\_\_\_\_ things you do to add to their life quality

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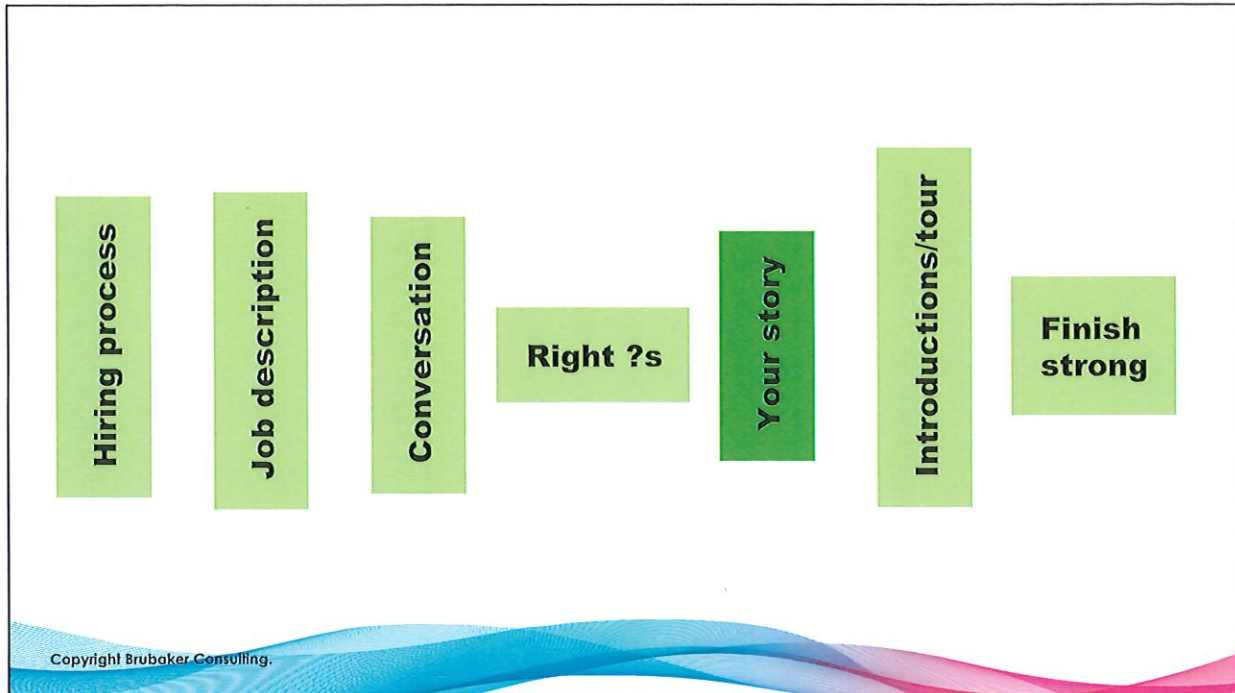




### 'What if' and 'how would' don't predict future success

- Anybody can hypothesize how they \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ handle something
- True predictors start with
  - "\_\_\_\_\_ when...."
    - you felt overwhelmed?"
    - didn't know what to do?"
    - you had a problem with a co-worker?"
    - a complaint by a resident's family member?"

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Collect the '\_\_\_\_\_' you want to tell about your facility

- Percentage of your residents who \_\_\_\_\_
- Low utilization of ER/re-hospitalization
- Services you're especially proud to provide

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## Be a storyteller.

- Other providers who have \_\_\_\_\_
- YOUR story

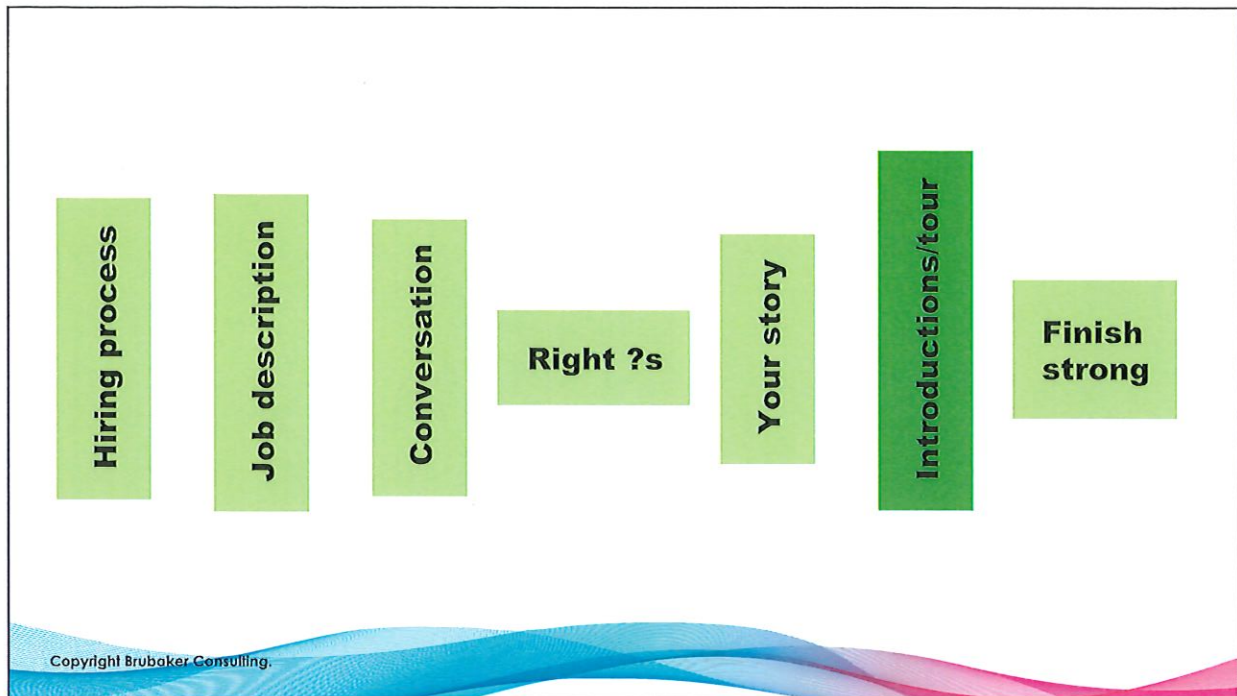
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## Be a storyteller.

- \_\_\_\_\_ your facility or a staff member has received
- If your facility had the 'CNA of the Year' award by your state association make sure you tell applicants
- \_\_\_\_\_ awards from AHCA or other association that recognize your quality commitment

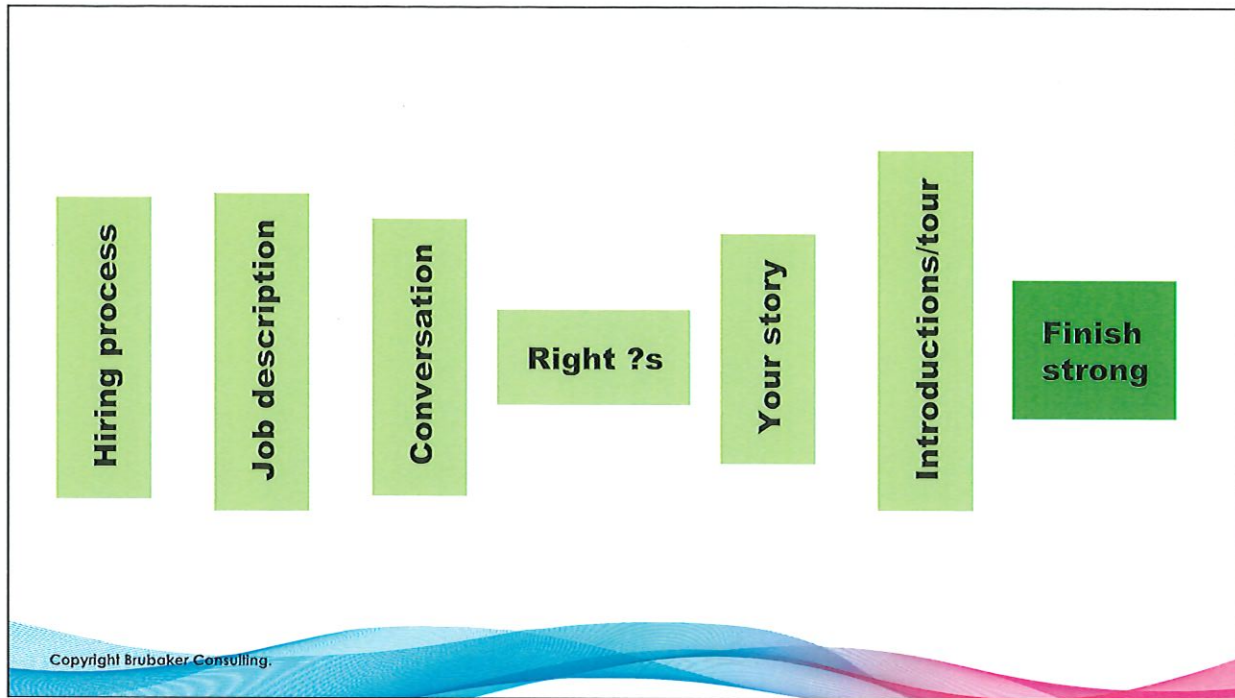
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## Tours are a team sport.

- Ideally the applicant is toured by a respected staff member who would be their \_\_\_\_\_
- Hand pick & train your tour guides
- Tell the applicant to \_\_\_\_\_.



A slide featuring a list of five bullet points on the left and a photograph of a smiling woman on the right. The woman has blonde hair and is wearing a black blazer over a red ruffled blouse. She is gesturing with her right hand towards the list.

- Thanks for their time.
- \_\_\_\_\_
- \_\_\_\_\_
- Walk to door
- Follow-up as/when promised

At the bottom left of the slide, there is a copyright notice: "Copyright Brubaker Consulting."