

# **Why People Join, Stay, & Thrive**

*Attracting & Retaining  
People For The Future*

**Julie Ruben Rodney**  
*Founder & CEO, MaxPeople*

# The story of *maxpeople*







*maxpeople*

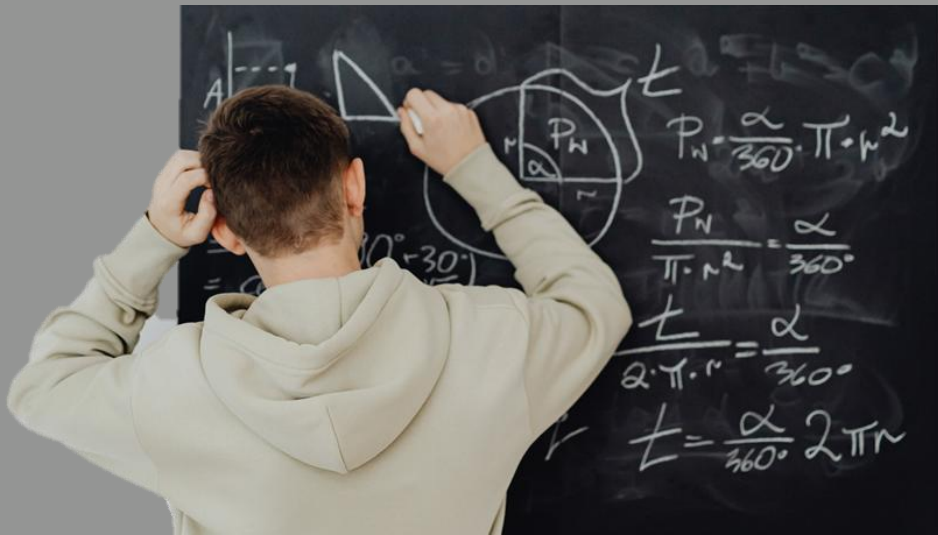
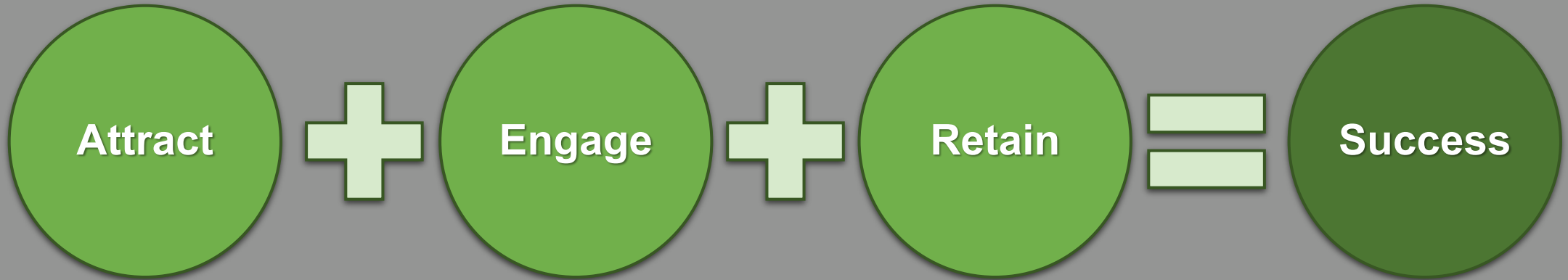
To help people in  
business be more  
focused, happy and  
productive in work  
and in life...





# Why This Matters...

# The Talent Formula





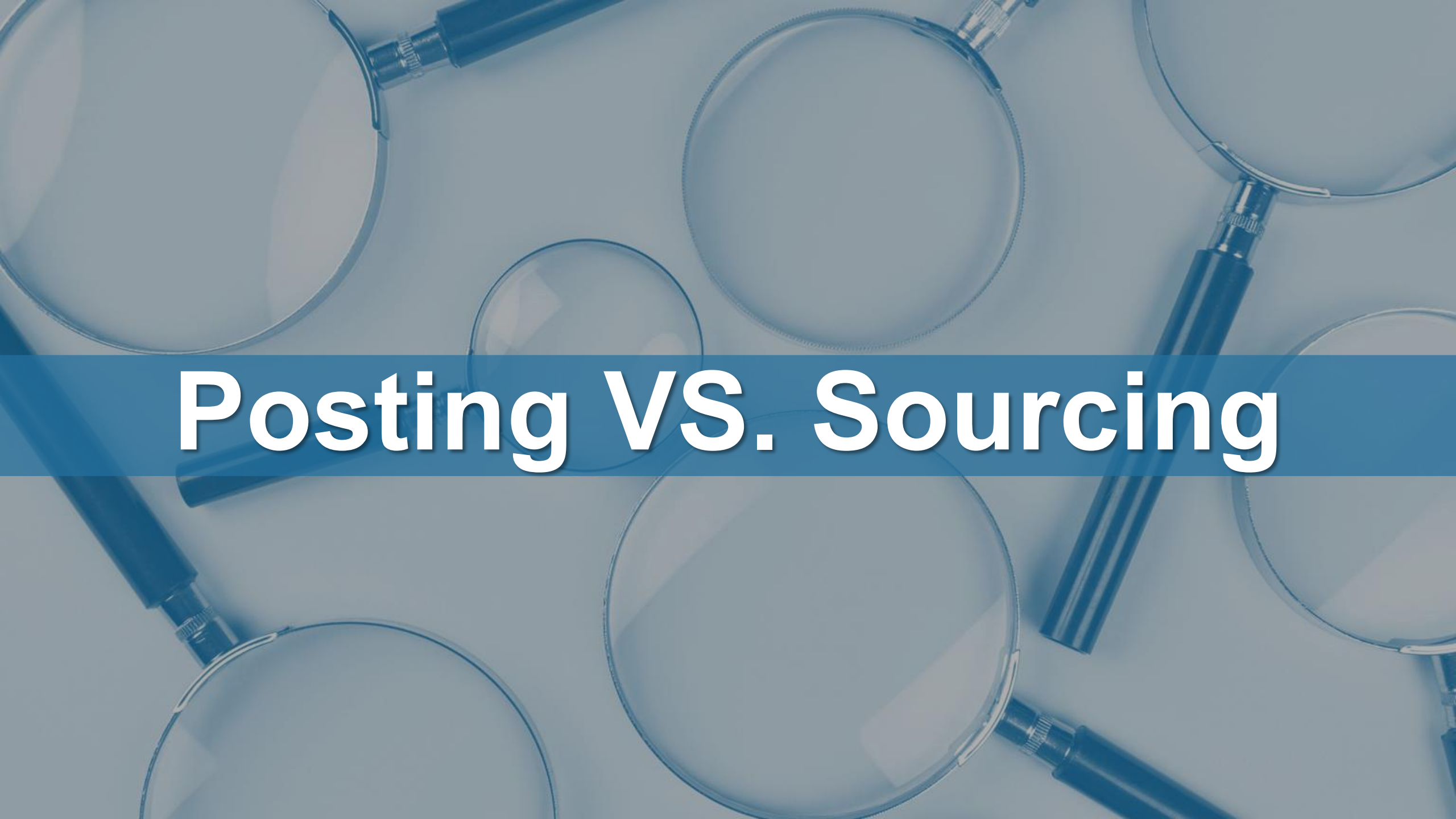
# The Reality We're Facing



According to recent data, **77%** of Canadian businesses surveyed say they are unable to find suitably skilled candidates for the jobs they have available



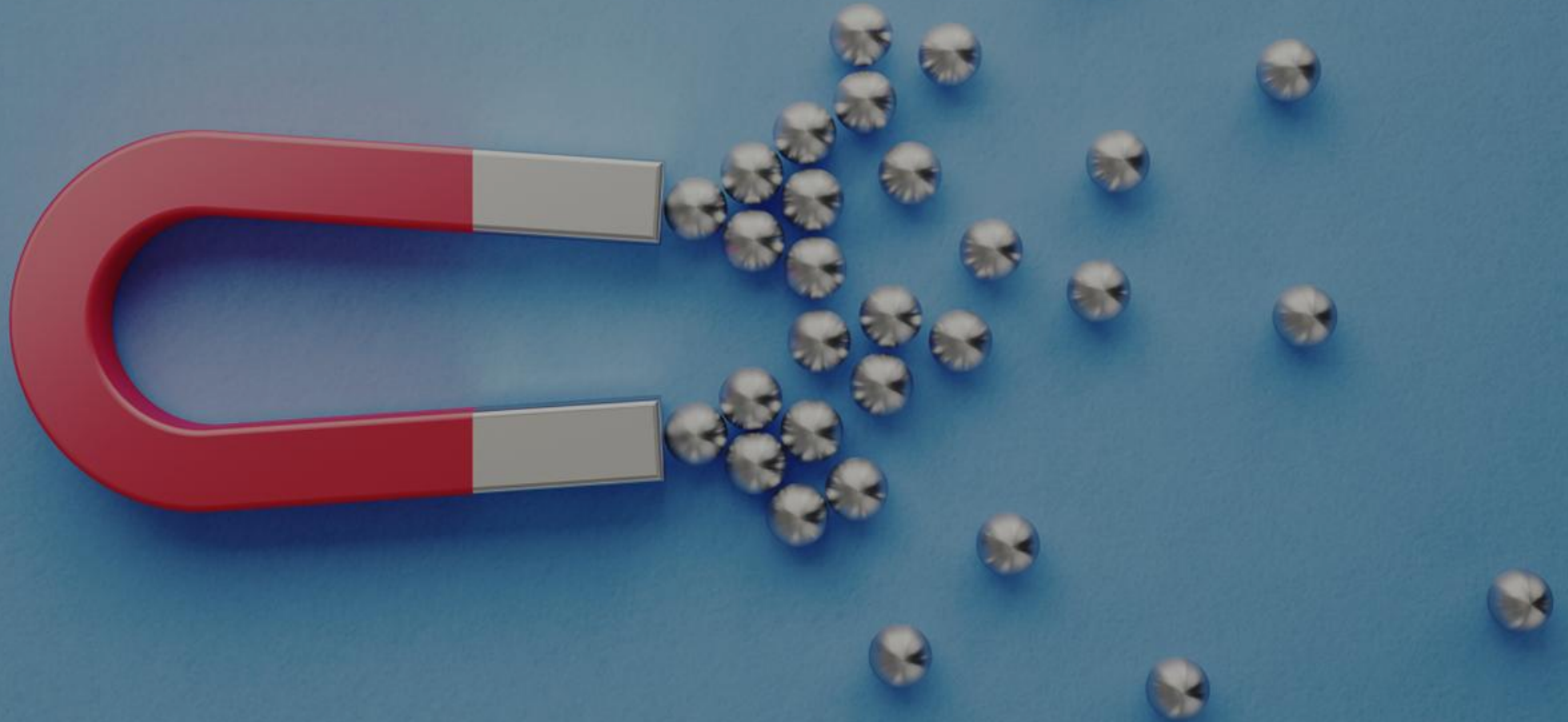




# Posting VS. Sourcing



# Pulling People To You



A collection of incandescent light bulbs is scattered across a vibrant green background. Most of the bulbs are unlit, showing their internal filaments and glass enclosures. One bulb, positioned in the upper right quadrant, is illuminated, casting a bright white glow that contrasts with the surrounding green. The text is overlaid on the left side of the image.

**The Secret Is  
Creating A Culture  
That Attracts People**





# **The Secret Ingredients**

**Define & Live Your Culture**

**Authentic Employer Brand**

**Strong Talent Pipelines**

**Onboard & Grow Your Talent**

***"To attract top talent, you must first be the kind of company that top talent wants to be a part of. And to keep them, you must create an environment where they can grow, feel valued, and belong"***

***Richard Branson Entrepreneur, Founder of Virgin Group***



A photograph of three people in an office setting. A man with a beard and glasses on the left, a woman in a grey hoodie in the center, and a woman in a black and white striped shirt on the right are all smiling and high-fiving each other. The background is a blurred office environment with desks and computers.

# People Want To Be Part Of Something Special

**“Coming together is a beginning. Keeping together is progress.  
Working together is success.”**

*Henry Ford, creator of Ford Automotives*



# “Culture eats strategy for breakfast”

*Peter Drucker, Management Consultant & Thought Leader*





A large, fluffy white cloud is centered in the upper half of the image. Four wooden ladders are positioned at the base of the cloud, leaning upwards towards it. The background is a solid, deep blue. The text is overlaid on the lower half of the image, centered horizontally.

**Create the Culture You've  
Always Dreamed Of**

# Aspects of A Great Culture

**Inspiring  
Vision**

**Workplace  
Environment**

**Core  
Values**

**DNA**

**Operating  
Principles**

**Your  
People**

**Scan Here to Tailor Your  
Workplace Culture!**





# Feeling The Culture





**“Your brand is a reflection  
of your culture, and your  
culture is your brand”**

*Denise Lee Yohn (brand leadership expert & author)*



# Bring Your Brand To Life

A cheerleader in a red and white uniform is shown from the side, holding a large, fluffy red pom-pom. The background is slightly blurred, showing other cheerleaders in similar uniforms.

**Be Authentic**

**Define Your EVP**

**Empower Employee  
Ambassadors**


**Communicate  
Consistently**

# The Power of Referrals

Employee referrals make up **30–50%** of hires from just **7%** of applicants.

Referral hires stay longer: **45%** remain 4+ years vs. **25%** from job boards.





**Raise Your Hand!**  
**Have you have ever  
secured a job or  
hired someone  
based on a referral**

**Turn to the person beside you and  
describe your company culture and brand**



**CHAT!**



# Connecting Your Culture To Build Your Bench



# Getting Your Criteria Right





# Defining Your Criteria



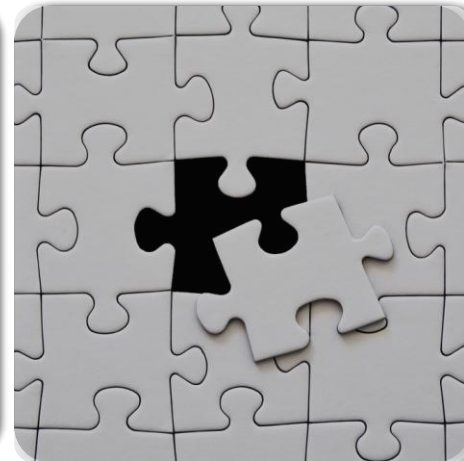
**Culture Fit**



**Technical Skills**



**Adaptability**



**Problem Solving**



**Experience**

# Effective Interview Process





# Use AI Thoughtfully, Stay Human Always

**33%** of job seekers have  
abandoned applications  
that involve AI-powered  
one-way video interviews.



# Sealing The Deal

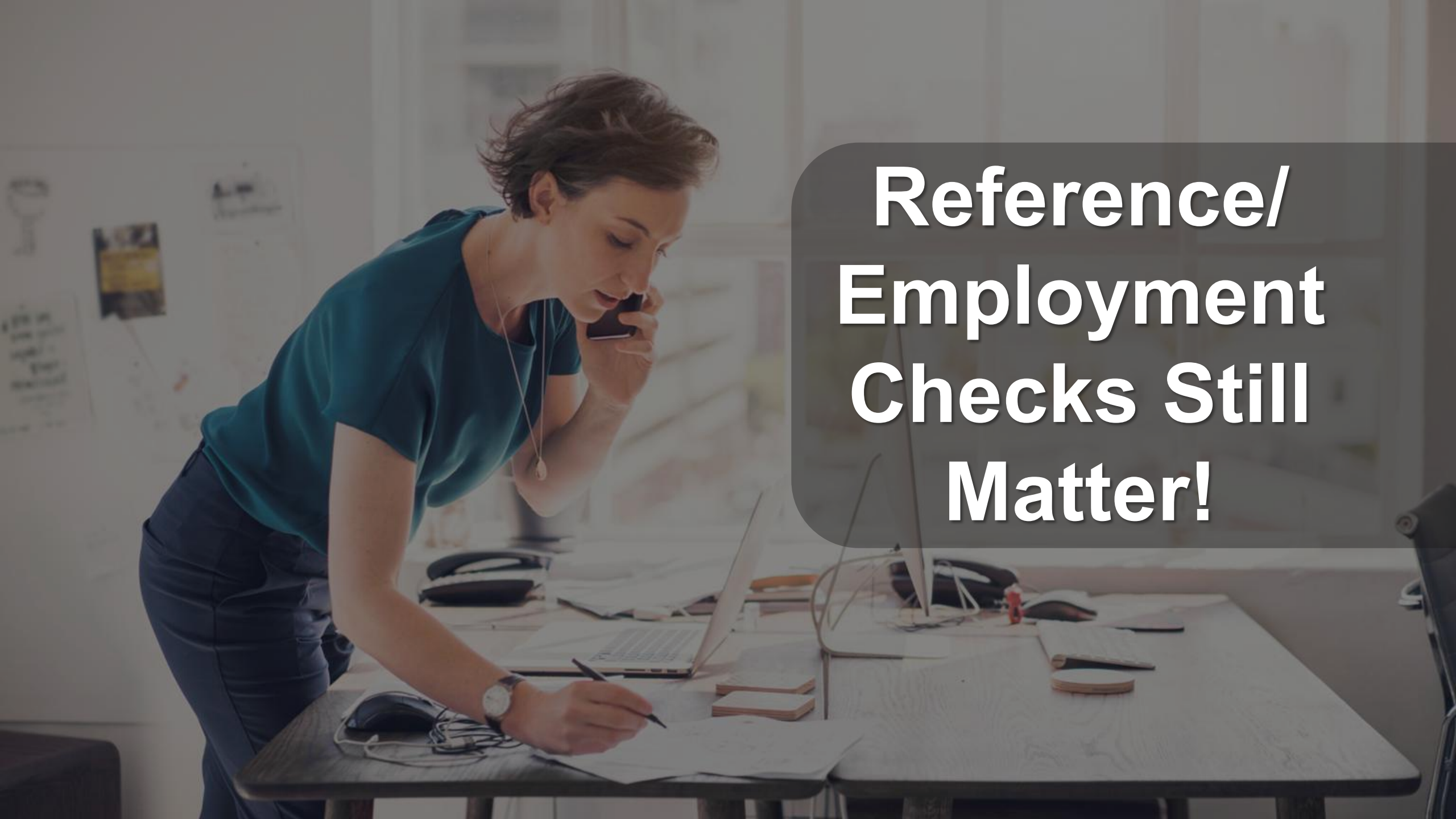
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Date \_\_\_\_\_







**Reference/  
Employment  
Checks Still  
Matter!**

# From Offer to Onboarding

Approximately **70%** of new hires decide if the job is the right fit within the first month, with **29%** making this decision within the first week

Employees who experience a strong onboarding process are **82%** more likely to remain with the company





# Why People Stay



# Employees join companies, but leave managers.

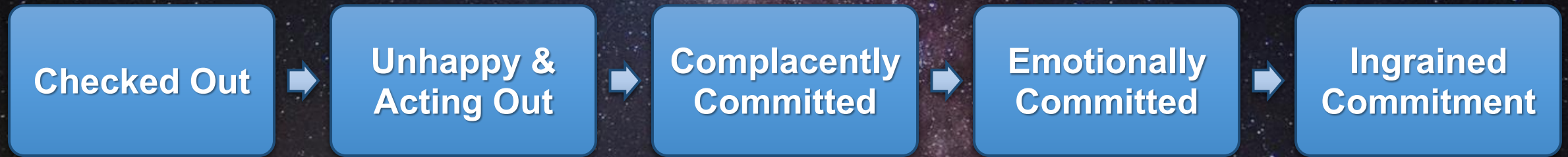
In Gallup's comprehensive study, they  
found a harsh truth:

**75%** of people quit their job to  
“get away” from their manager at  
some point in their career.





# Feeling A Sense of Belonging



**Moving Towards Full Commitment**

# Meet & Listen To Your People







# Developing From Within



**Consider what your  
organization is  
currently doing to  
grow employees**



# Succession Planning for the Future



# Ask Yourself...

*Why do your people join, stay, and thrive?*



**“Be the leader who builds incredible culture and role models it every day. You are building the DNA of your organization.”**

*Julie Ruben Rodney, Founder & CEO of MaxPeople*

# Scan The QR Code!

Get access to the complete  
slide deck and a  
**complimentary 30-minute HR  
consultation** with one of our  
expert HR Gurus.

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**Ask  
Your  
Questions!**

