

Human Resource Staffing

Lecture # 1

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Attracting and Recruiting Talent

- * According to SHRM research 74% of HR professionals cite the company reputation as critical for successful recruiting.
- * In today's competitive marketplace, candidates also want to know how a company describes itself and its goals as compared with other organizations.
- * When a company develops a branding initiative, there are typically a number of cultural and policy changes.

Retaining Talent

- * For retention, the employer brand serves a dual purpose.
- * The top three most important actions
- * Companies take a number of actions to better communicate the employer brand
- * While staffing professionals may not have direct responsibility for retention goals, the link between recruiting and retention is critical.

Lessons Learned

- * For staffing management, evaluating the effectiveness of the employer brand is key.
- * As a result of branding evaluation, many companies choose to 're-invent' themselves
- * Measurement is also necessary for evaluation

In Conclusion

As organizations define and refine their employer brand and communicate it to the marketplace, staffing management professionals will likely see positive results in attracting, recruiting and retaining talent.

HR must take advantage of the employer brand and reap the rewards for retention, productivity and employee satisfaction, ultimately reflected in savings for the bottom line.

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Staffing

- **Definition:**
- The staffing function can be viewed as consisting of a series of steps that managers perform to provide the organization with the **right people in the right positions.**



The staffing process: 8 steps

1. **Human resource planning:** The purpose of human resource planning is to ensure that the personnel needs of the organization will be met . (Patient/therapist ratio),(bed per staff),.....
2. **Recruitment:** They may accomplish it through **newspaper** and professional journal **advertisements**, employment **agencies**.



Staffing : 8 steps to manage (cont.)

- 3. Selection:** The selection process involves **evaluating** the candidates and **choosing** the one whose credentials match job requirements.



8 Steps in staffing management (cont.)

- 4. Introduction and orientation:** This step integrates the selected employee into the organization(orientation to all hospital policies such as leave, standard precautions, organizational chart and communication).



- 5. Training and development** (attendance to lectures, BCLS certification, training with specialized staff, post grad. education..)
- 6. Performance appraisal.**(punctuality, number of sick leave days, teamwork, knowledge to treat patients, response to supervisor corrections, efficiency and efficacy, respect of hospital rules,...)

8 Steps of Staffing management

7. Employment decisions

- rewards,
- promotions,
- demotions.



8. Separation (finishing)



1. Human resources: Sources of applicants:



- There are **2 sources of applicants, internal and external.**
 - Internal sources are the employees **of the organizations** which have policies of promoting from within.

This has a positive impact on the organizational members and the internal working environment as there is chance for improving the position.



- A second potential source for candidates is of **outside the organization.** Organizations can develop programs using on-visits to colleges , schools.

