



The Hiring Tree: Laws of Applicant Attraction

DATE: Wednesday, February 15, 2023
TIME: 9:00 am – 10:30 am
PLACE: Webcast via Zoom (link will be sent upon registration)

The Hiring Tree (Book) is a recruitment marketing analogy designed to help the hiring manager, HR, recruiters, & business owners alike to understand what changes have happened in the hiring world & how to effectively play by the new rules to succeed regardless of unemployment rates, pandemics, ghosting, & quiet quitting. Attendees will learn strategic & sound principles to enhance their approach to hiring, making them 50-300% more effective in attracting qualified applicants to their positions.

Three Core Learning Objectives

- Key Differences between Job Boards, Search Engines, Aggregators, and Social Media plus how algorithm changes and AI technology have impacted hiring strategies. You will be armed with ideas on how to strategically approach these channels when marketing roles for your organization in an effective way.
- Develop, implement and manage an effective employee referral program in a strategic way and understand how social media plays a part in this process. Understand how this strategy targets passive applicants, including new data that shows what is working.
- A sound understanding of the core elements of a job ad to gain more visibility and attract more qualified job seekers to your roles for active job seekers. We will be discussing strategic elements of a job ad that need to exist to give applicants a higher chance of finding your jobs.

BIO



Steven J Smith, SHRM-CP, PHR will be the first to tell you that recruiting is marketing. He earned a BS in Finance at Brigham Young University and started his career in recruiting in Feb 2005. In 2008, he took a risk during a recession to help start a new company with Ryan Kohler, called ApplicantPro, designed to provide applicant tracking software for small to mid-sized businesses. 10,000 clients and 300 employees later, ApplicantPro has been on the Inc 5000 list 10 years in a row. Steve currently serves as the Utah SHRM State Director and he loves to volunteer. His book, *The Hiring Tree: Laws of Applicant Attraction*, has helped thousands of organizations across the country rethink the way they approach hiring.

This program has been submitted for certification credit hours. Please register via www.VTHRA.org

