

# Recruiting and Retaining a High Quality, Culturally Diverse Workforce

## A Virtual Learning Series

Recruiting and Retaining a High Quality, Culturally Diverse Workforce consists of three, 75-minute, highly interactive virtual workshops designed to help you identify, recruit and retain a high-performance workforce that consists of individuals with a diverse array of backgrounds and capabilities. The sessions will help you better understand the overall hiring process and provide you with the tools and strategies you need to effectively recruit high quality, culturally diverse candidate pools. Specifically, the 3 modules include the following:

### **Competitive Advantages and Disadvantages**

As a result of this session, participants are able to:

1. Describe the specific organizational benefits of recruiting, selecting and retaining a high quality, culturally diverse workforce.
2. Understand Dr. Holmes' 4-P Strategic Recruitment Process (*Product, Price, Person and Promotion*).
3. Describe the decision factors that candidates use to decide whether to accept a job offer or stay with an organization (e.g., job location, salary and benefits, professional development and advancement).
4. Describe your organization's competitive advantages and disadvantages when it comes to recruiting and retaining a high quality, culturally diverse workforce.

### **Diversity Recruitment Tools and Techniques: Part I**

As a result of this session, participants are able to:

1. Describe diversity recruitment and retention best practices.
2. Identify sources of high quality, culturally diverse candidates and describe plans for best using these sources.
3. Discuss a variety of recruitment techniques that can be used to maximize candidate pool diversity and quality with an emphasis on *networking*.

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### **Diversity Recruitment Tools and Techniques: Part II**

As a result of this session, participants are able to:

1. Discuss a variety of recruitment techniques that can be used to maximize candidate pool diversity and quality with an emphasis on *Social Media Recruiting*.
2. Create detailed recruitment plans for specific positions.
3. Describe metrics you can use to assess diversity recruitment and retention progress.

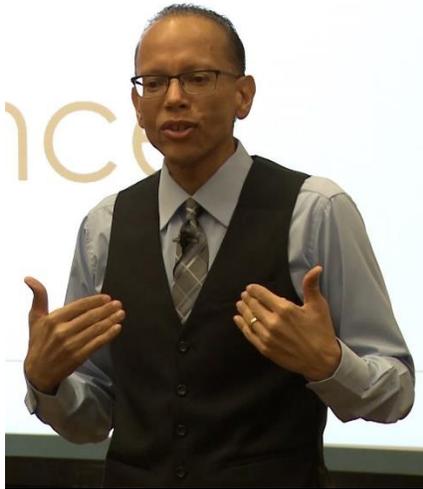
Deliverables for the virtual learning series:

1. The consultant will facilitate a series of three, 75-minute virtual diversity recruitment and retention workshops. Recommended attendance is a maximum of 50 participants per session.
2. Prior to the facilitation of the session, the consultant will work with your staff to customize session content for each virtual workshop. This will include identifying specific positions you seek to fill and building examples around these types of positions.
3. Prior to the facilitation of the session, the consultant will work with your staff to solicit questions from the participants that will be addressed during the session.
4. The consultant will provide an educational worksheet and supplemental resources for each participant as a part of each virtual session. This will help facilitate learning transfer back to the workplace.
5. The consultant will develop a brand new, customized video to use in your internal promotional activities.

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### The Facilitator



Dr. Tyrone A. Holmes is a professional speaker and consultant who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He received his bachelor's degree in Rehabilitation Education and master's degree in Counselor Education from Penn State University. Dr. Holmes received a second master's degree in Business Management from the State University of New York, before earning a perfect 4.0 GPA in his Counselor Education doctoral program at Penn State. As the owner of T.A.H. Performance Consultants, he has facilitated more than 1,500 keynotes, training seminars and virtual workshops that have taught participants to connect with others despite their differences, to effectively articulate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter and most recently, Certified Virtual Host.