

NCDC newsletter

More than just garage doors. Your partner for success.



Finding & Retaining Employees

Online Recruitment Tools

Finding quality employees can mean reaching out through your social media platforms. Social media platforms such as LinkedIn or Facebook have become significantly more popular for job seekers and finding the best talent for your company can be a click away.



LinkedIn is one of the most popular for recruiting individuals. Nearly everyone with a career has a profile and resume on this site. Some ways to recruit on LinkedIn are to make sure you've fully branded your company page. Not only are you looking for the right employee, they are looking for you as well and having a fully branded profile adds credibility. LinkedIn has filters available to help you find the right candidates. You can search by location, current and past companies, years of experience, and several other factors to help seek out the right employee. Because LinkedIn is for professionals, it allows you to see first-hand what a person is looking for, what their experiences have been, other companies they may have worked for, and their passion points.



Facebook also has benefits to the recruiting process. With groups like Facebook Jobs, you can post the position and reach further than the normal job seeking strategies. Facebook is a behemoth social media tool and can not only help you land the right employee, but it can give you a glimpse of that potential employee's history and experience.

Creating social media recruitment strategies is one of the best tools you can use. On Facebook, you can create an ad campaign designed specifically for the position you are hiring for and you can pursue those individuals you are hoping to attract through demographic targeting.

Finding the right candidate for your company and its culture is getting less frustrating through the use of social media. With so many free tools to help you track down that right fit, and job posting campaigns available, finding top talent has never been easier.



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Retaining Employees

Now that you have hired the right person for the job, how do you keep them from jumping ship?

There are easy steps management can do to help keep employees satisfied. So much of employee retention is making sure employees feel appreciated and valued within the workplace. Employees leave because they are unhappy, and although you might not be able to make everyone completely happy all the time, there are steps you can take to help employees feel like they matter to the company.

Giving constructive feedback, recognition for outstanding work, and encouraging creativity are all ways a company can help retain the top talent it currently has. Implementing a respectful work environment by adopting the aforementioned practices will help keep employees satisfied and let them know they matter to the company as a whole.

Don't be afraid to challenge your employees. Find out those who are looking for an opportunity to learn and grow with the company. Give them the recognition they deserve, the added responsibility they are looking for, and the tools to help them succeed. An employee who feels respected and heard will help in the overall growth of your company.

Most importantly, check-in with your employees. Try quarterly check-ins with them to gauge where they are at, how they are feeling about the job, concerns they may have, and answer any questions that may come up. Checking in with your employees gives them the ability to let you know if they are happy.

ABOUT NORTH CENTRAL DOOR AND OUR VALUES

Every day, thousands of times a day, in locations across the upper Midwest, North Central Door's residential and commercial garage doors are used to gain access into homes and businesses in a variety of conditions, environments and uses. We're proud of that fact. Founded over 50 years ago, North Central Door began as a small company wanting to build a better garage door. With each success, we increased our manufacturing capacities, grew in staff and industry expertise, strengthened our relationships with customers and partners, and expanded our reach throughout our home state of Minnesota and across the Great Plains.

Today North Central Door continues to be a growing company that hasn't forgotten its roots. We look forward to creating and building lasting partnerships and personal relationships with our dealers and distributors, backed with hands-on customer service and an experienced sales team. As a North Central Door dealer, you'll truly experience a difference in prompt communication, partnership involvement and product knowledge.

Sincerely,
Steve Palmer - President/CEO



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