Administrator Program
Tuesday, November 15, 2022
3:45pm-4:45pm

8b. Marketing, Recruitment, and Retention – Oh My!

Presented by:
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Marketing, Recruitment, and Retention – OH MY!

Lauren Tobey
Chief Impact Officer
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Introduction
• Bachelors in Social Psychology, Masters in Educational Development Theory, Certificate in Animal Assisted Therapy and Learning
• Working with Helping Restore Ability since February 2018
• Working in Non-Profit Programming and Communications since August 2012
Agenda

• Who are you, and why should we care?
• Employee connection and satisfaction
• Client support and value-added benefits

30-60 Second Pitch

• Future Client
• General Information
• Potential Caregiver/Employee
How to Write an Elevator Pitch

1. Introduce yourself
2. Summarize what you do
3. Tell them what you want
4. Close with a call-to-action

How to Write an Elevator Pitch in 30 Seconds

Follow this template:
Hi, my name is (first) (last), I help (people/businesses) grow their (insert word/s) by providing them with (insert word/s).

Here's a sample of mine:
Hi, my name is Brandon Schaefer, I help people and businesses grow their brands online by providing them with helpful and useful information.
**WooeY Elevator Pitch**

Your SaaS platform is awesome.

**Problem**
- Too awesome, in fact, for new users to see its capabilities right away.

**Solution**
- Built for awesome SaaS platforms, Cinch is a user onboarding platform that helps your users discover just how awesome it is.

**Differentiator**
- And unlike other solutions, Cinch also uses engagement analytics to predict churn and send customized prompts to prevent it.

**CTA**
- Don’t let the learning curve into a churning curve.
- Try it out now.

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1. **Introduce yourself**
   - Before you start your pitch, you should introduce yourself to your new connection, internetwork, etc. Briefly set your topic.

2. **Explain what you do and what makes you unique**
   - You’re UGP for unique selling proposition. It’s the one thing that will make your unique selling proposition be sold to the opposing market.

3. **Tell them what you want**
   - You need to tell your audience why the issue needs to be solved by the product you are offering and what your contact for them is.

4. **Add in a call to action**
   - Your pitch needs to have a strong ending. To ensure you could write a plug, what you want. Close your pitch by asking for what you want for help.

5. **Practice, edit, and practice again**
   - A great way to practice your pitch is to share it with your yourself, internetwork it and then track the results. Identify any reused words and weak sentences.
What is a common theme in these solutions?
What is a common theme in these solutions?

IT'S ALL ABOUT ME

What is a common theme in these solutions?

it's all about ME!
What is a common theme in these solutions?
Who
• Who are you
• Why are you presenting this to me?

Why?
• Show me Don't Tell me!!
• What is the problem?

So what?
• Describe what might have happened
• How did you help

Now what?
• What do you want this person to do after you talk?
• Immediate Action or Slow Burn?

We’ve got them!
How do we keep them?
EMPLOYEE EXPERIENCE Cheat Sheet

**Employee Experience IS NOT Employee Engagement**

Employee experience is the long term redesign of the organization that puts people at the center.

Employee engagement has become a short term fix focused on perks to make people happy.

**DESIGNED EMPLOYEE EXPERIENCE IS**

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How your organization can become an EXPERIENTIAL ORGANIZATION

- Managers must care about people
- Define a reason for being
- Build a people analytics function
- Create the experience team
- Deploy feedback mechanisms
- Implement COOL spaces, ACE Technology, CELEBRATED culture
- Create moments that matter
- Think like a laboratory not like a factory
Cultural Environment

• Employee Survey
  • What do they want to be when they grow up?
  • Strength based conversations
  • Personality assessments
  • Appreciation in the workplace

• Overall Culture of Support
  • Wellness and mental health
  • Work-Life balance

• Preventing Compassion Fatigue
  • Boundaries
  • Preventative Self-care (non-reactive strategy)
Technological Environment

• Not Just Technology
  • Resources to get the job done (vehicle, PPE, timesheet access, etc.)
  • Training opportunities

• Adaptations for Workers
  • Encourage adoption of technology
  • Have resources for those less comfortable

• Communication – Essential for Field Staff
  • Connectedness
  • Ease of access to the office

Physical Environment

• Energizing and Inspiring
  • Office design matters
  • Field staff can still have an energizing work environment

• Is Work as Enjoyable as Home?
  • Brain breaks are essential
  • Flexible workspace opportunities

• Workspace Reflects Values
  • Are your values reflected in more than a poster?
  • Steelcase (2017) found that nearly 90% of workers around the world are less than satisfied with their work environments
Client Outcomes

4 Influencers of Client Health Outcomes

• Relationships
• Familiarity
• Stability
• Simplicity

“One customer well taken care of is more valuable than $10,000 worth of advertising.”
(Jim Rohn)
Thank You!

Questions?

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HELPING RESTORE ABILITY
A Non Profit Serving Texans with Disabilities