



Recruiting, Hiring and Onboarding in a Remote Work Environment

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AGENDA

- Evaluating your corporate philosophy
- Telling your company story
- Recruiting
- Hiring
- Onboarding
- Training and Expectations for Remote Work
- Questions

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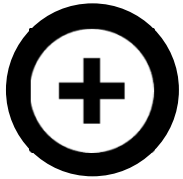
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WHO IS SET SEG?



Employee Benefits

Healthcare, Dental,
Vision and Long-Term
Disability

Consulting, compliance
and administration
services



Worker's Compensation Fund

520+ members

\$301 Million in
contribution reductions

\$550,000 in Safety
Program returns



Property/Casualty Pool

\$525+ members

\$161 Million in net
asset returns



SET SEG Foundation

\$500,000 in student
scholarships and Education
Excellence grants

Promotes opportunities in
student leadership, skilled
trades, and risk management
studies

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THE CURRENT JOB MARKET



THE GREAT RESIGNATION

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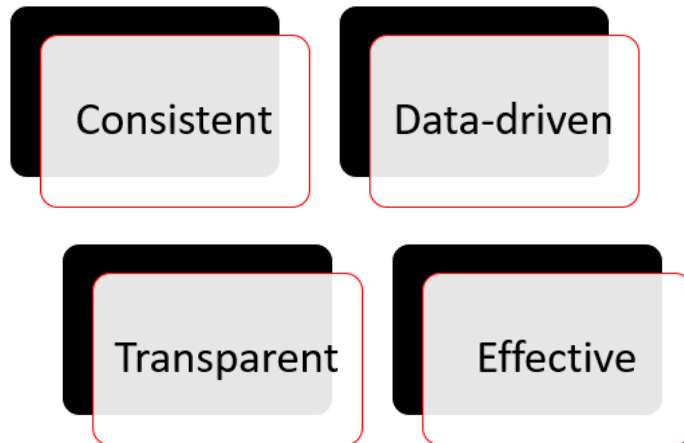


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YOUR CORPORATE PHILOSOPHY

Compensation Goals:



Demographic	Salary Increase Budget for 2022
Finance and Insurance	3.3%
Nonprofit	3.9%
Private Companies	3.5%
50 – 99 Employees	3.4%
Revenue of \$5M - \$500M	3.1%
Midwest Region	3.3%
Michigan	3.3%
<u>SET SEG's Decision</u>	<u>3.5%</u>

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YOUR CORPORATE PHILOSOPHY

Work Arrangements:

- Remote
- In-person
- Hybrid



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YOUR CORPORATE PHILOSOPHY

What does growth mean to you?

Career Growth

- Moving to a higher position
- Quantitative – Moving up the corporate ladder
- Focuses on set goals
- Mainly strategic

Career Development

- Integral improvement in skill and talent
- Qualitative – Improving your skill set to becoming an expert
- Focuses on how to achieve these goals
- Mainly transformative

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TELLING YOUR STORY



“I love that my job gives back to the community and to the institutions that support our youth. By simplifying what schools need for their employee benefit operations, I aim to help them keep focus on their primary mission -- building our future!”

— Jessica Straub



“Working at SET SEG I feel like I’m giving back to our Michigan communities. While assisting with compliance needs, I work one-on-one with so many of Michigan’s public school districts that they’ve become like family to me.”

— Patty Woods

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RECRUITING



Hire the best candidates by
advertising your company & the
job



Sell them on the mission,
vision, and purpose



What's in it for me?
How does it impact society?

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RECRUITING



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RECRUITING

Use social media to your advantage

Build connections and grow your network to help get the word out about your open roles



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CORE VALUES

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RECRUITING

What's in it for me? How does it impact society?



SET SEG

1,336 followers

1w •

We have been humbled to work with the Oxford community and witness their strength and resilience firsthand. As their recovery continues, our pledge remains to put Michigan's public schools first and stand [#OxfordStrong](#) alongs ...see more



#OxfordStrong @oxford_hs



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HIRING



Meet your “customers”
(prospective employees)
where they are



Architect an
enjoyable experience
potential employees are
evaluating you, just like
you are evaluating them



Communicate,
communicate,
communicate
ensure your candidates
know what stage of the
funnel they are in



Respond promptly
keep each lead warm and
engaged



Remove as much
friction from the
process as you can

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GATHER MULTIPLE PIECES OF DATA

- STEP 1 ● Online job application with resume
- STEP 2 ● Phone interview with HR
- STEP 3 ● Predictive Index Assessment
- STEP 4 ● First round interview
- STEP 5 ● Second round interview/work sample exercise



THE PREDICTIVE INDEX

A = DOMINANCE

The drive to **exert one's influence** on people or events

C = PATIENCE

The drive for **consistency and stability**

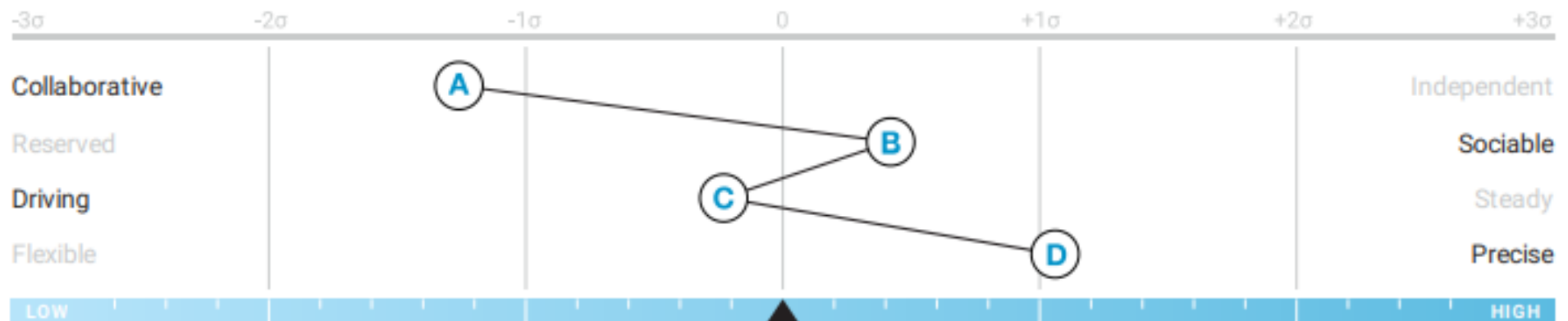
B = EXTRAVERSION

The drive for **social interaction** with other people

D = FORMALITY

The drive to conform to **rules and structure**

Behavioral



WORK SAMPLE EXERCISES

- Part of the 2nd round interview
- 45 minutes of independent work time
- 2-4 exercises to give a realistic preview of the type of work they would face in the role
- Customized to each role you hire for



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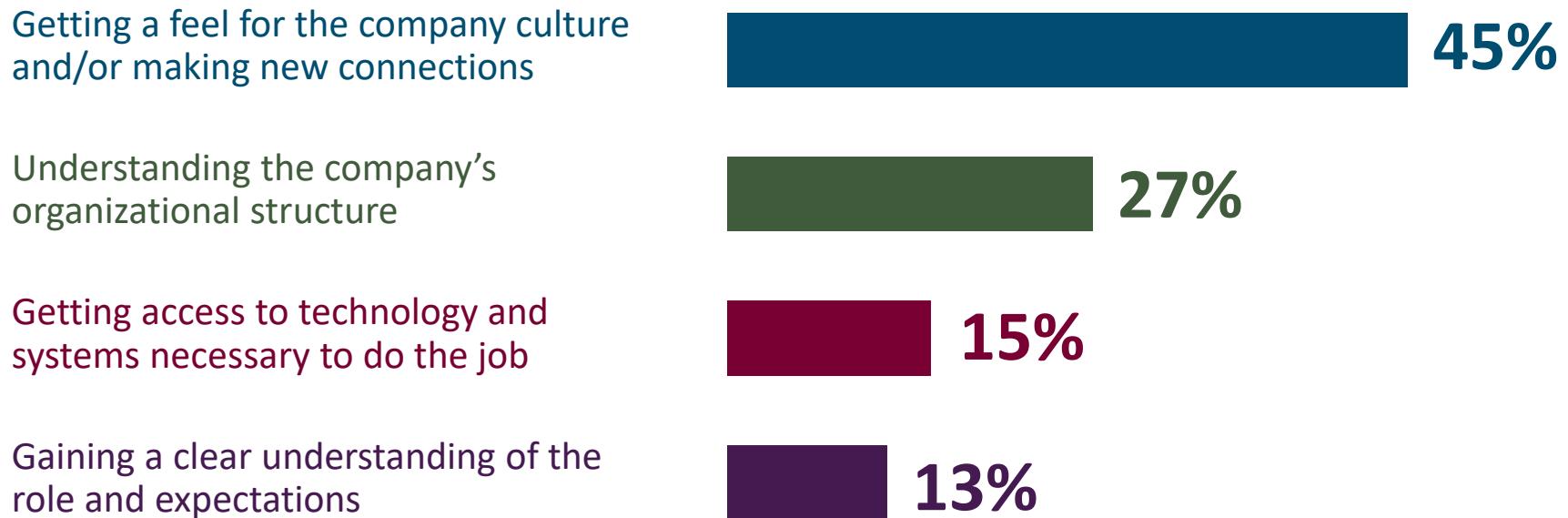
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ONBOARDING

The most challenging part of virtual onboarding according to candidates:



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REMOTE ONBOARDING

- Send a welcome package through the mail that includes a training plan
- Make arrangements to get your new hire the necessary equipment
- Assign a work mentor for each new hire
- Provide a list of contacts
- Add 1:1s and team meetings to their calendar

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REMOTE WORK EXPECTATIONS

- Define a work routine
- Discuss workspace and set the expectation
- Define how the team communicates with you and each other
- Establish work-life boundaries based on current situation
- Explain how you plan to manage





Questions

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THANK YOU



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