

How To Attract The Best Talent In 2019

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TRAFFIC CLUB OF CHICAGO

"Where Transportation and Logistics Professionals Network and Learn"

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- Brent Orsuga, Owner and President founded 2014
- 20+ years of recruiting experience
- Niche specific: Asset Based, 3PL, Truckload Brokerage
- Chicago = Hub of Freight, #1 market



Today's Market

What it's like to hire in today's market



Talent

How to identify and attract top people



Why candidates are looking

What causes people to want to change a role and/or organization



Candidate Experience

Streamline your process and exceed the candidates expectations



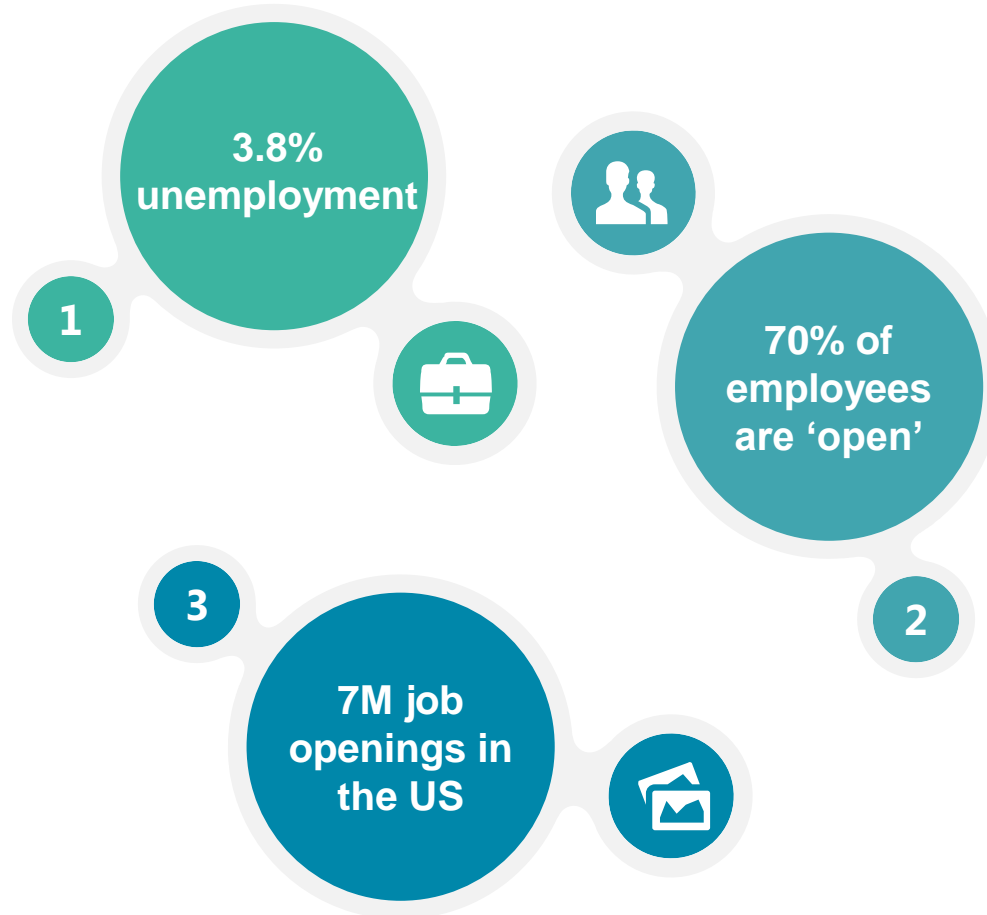
Next steps

Key takeaways to apply immediately for impact

Today's Marketplace

Lowest unemployment in 50 years

The people you want are working for someone else.



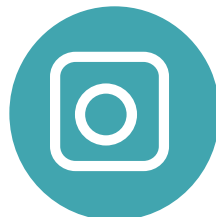
The market is competitive

What makes your company & candidate experience THE BEST?

Always be hiring

You will not get top talent if you wait to only hire out of necessity.

How To Attract Top Talent



LinkedIn is the #1 platform, 590M+ users

Candidates need to 'feel' your brand and hear your story from YOU

Talent Acquisition is a competency!

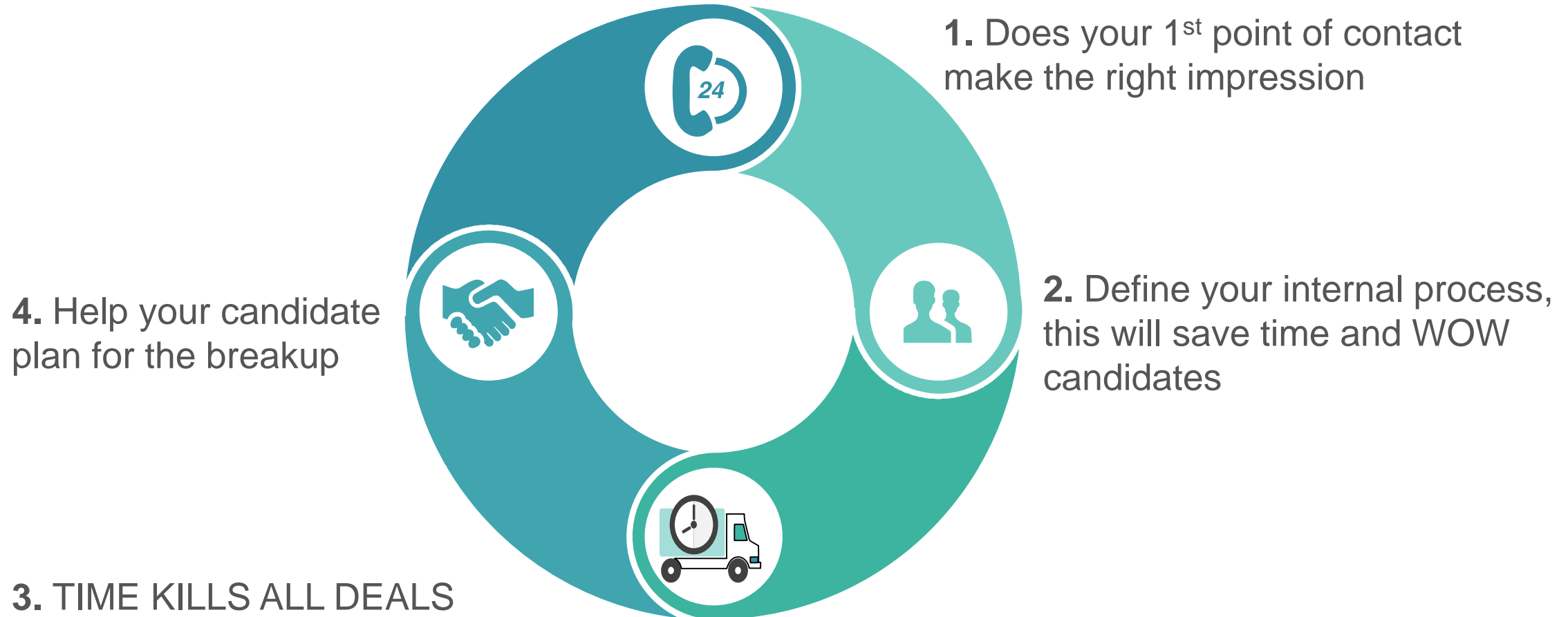
Court your candidates

Understand Why Candidates Are Looking



- MONEY, MONEY, MONEY
- Commute
- Lack of: clarity, recognition, contribution
- ‘Bad manager’

Optimize The Candidate Experience



Key Takeaways

01



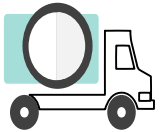
Always be hiring

02



Optimize the candidate experience

03



Move fast

04



Leverage social media – be part of the content



THANK YOU!

For more information:

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