



7 Hiring Trends and Strategies to Thrive in 2021

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1. A more Diverse Workforce

To do:

1. Include everyone in the workforce, finding talent where he would normally wouldn't look it.
2. Spanish speaking market

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2. Better company-employee relationship.

To do:

1. Focus on building and enhancing the company-employee relationship
 2. Make it a better place for work
 3. Own employees refer us
- .

3. Company Culture and Branding

To do:


1. I define company culture as the personality of to your company with your workforce and clients.
2. This starts from the moment they visit your website and apply for a job until, they meet your for a in person or zoom interview. All the touch points matter.
3. Trader Joes

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4. Use of Applicant Tracking Systems for Hiring

1. Hiring funnel and scoring system for cleaning employees
2. Saves time
3. Allows you to focus on other tasks

5. Full Online Identity lookup to make better hiring decisions

1. Employee social media monitoring will take more importance to understand our workforce and make better decisions for our cleaning business.
2. Continuous MVR
3.  We tend to forget to monitor our current workforce where there's a higher risk of failure than a new candidate that has not even started.

6. Remote office workers vs in-house.

“Great things in business are never done by one person. They’re done by a team of people.” – Steve Jobs

1. Virtual mail address and a regular 5×10 storage for cleaning supplies and distribution.
2. VA’s for office positions
3. Marketing/Sales

7. Onboarding Process and Candidate Experience

1. I've learned that my business brand and experience will attract or deter the BEST candidates



Amar Ghose
CEO
Zenmaid

- Creating personas
- Free Giveaway
- Q&A

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Questions?

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