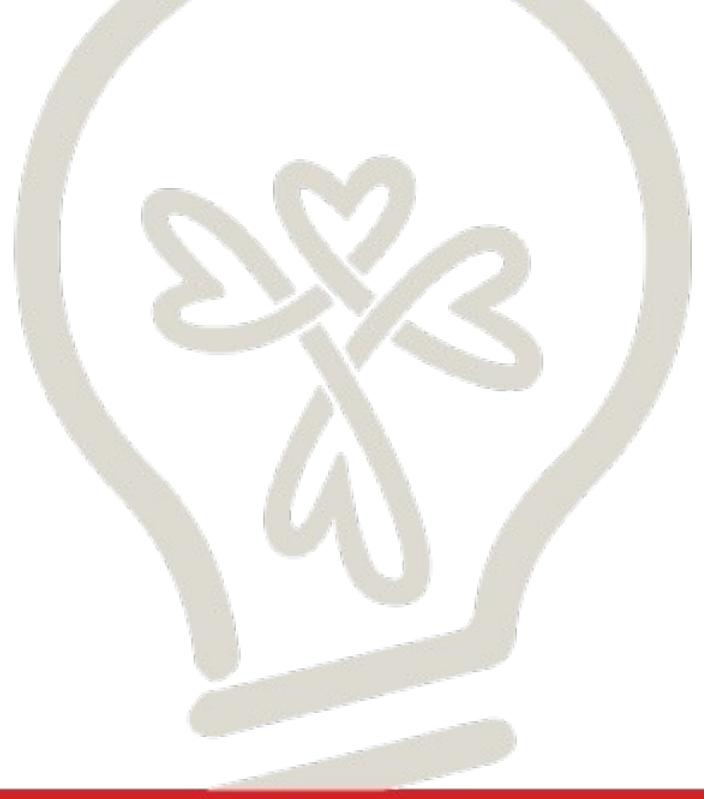


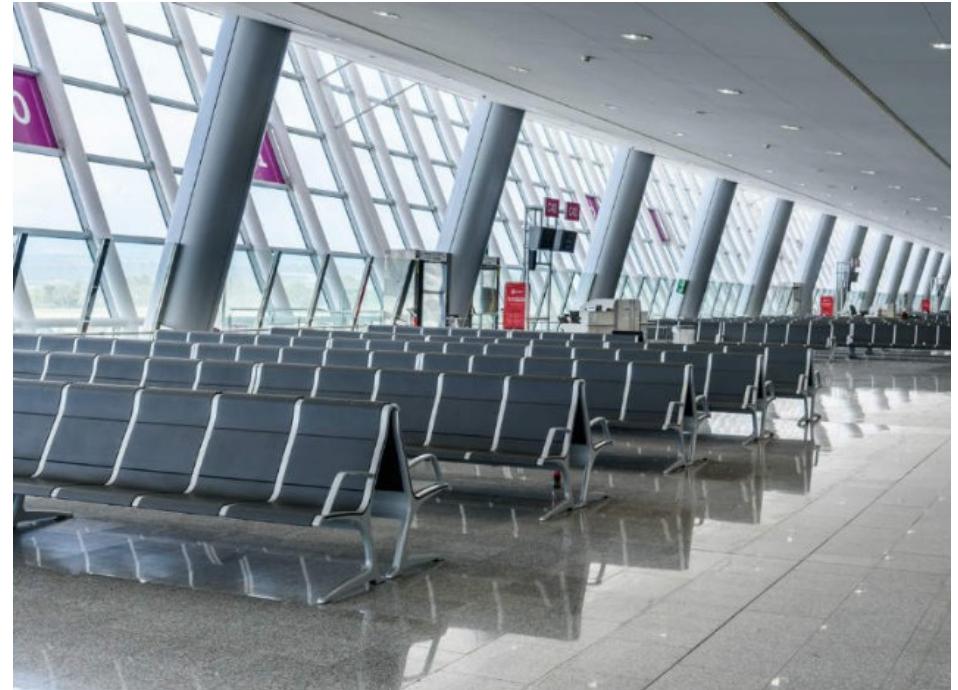


**Educate • Innovate • Elevate**



# Travel Lounge Gate Lounge

# A Tale of Two Spaces



# Lounge Standard Amenities

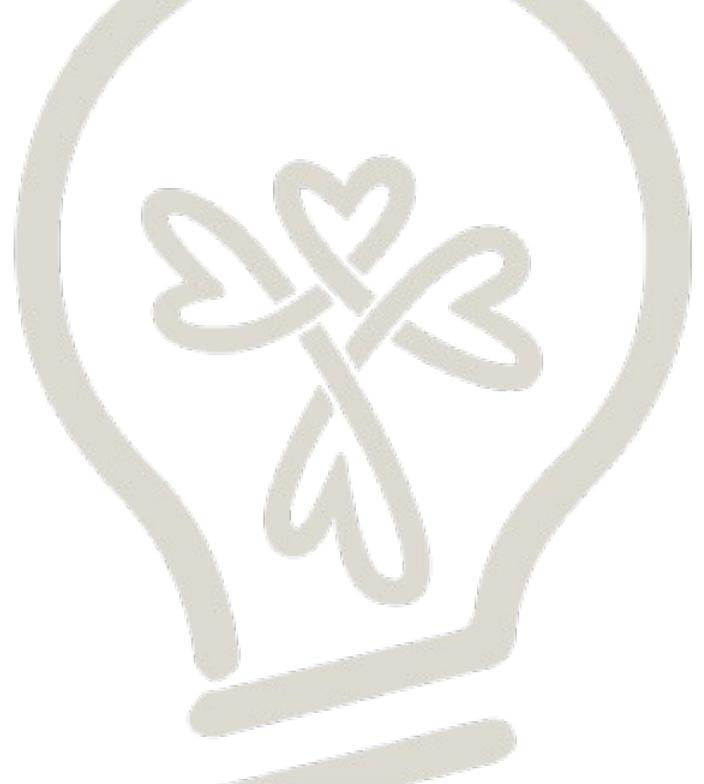
- Member services desk
- Locally inspired cuisine
- Premium bar
- Family room
- High-speed Wi-Fi
- Print, fax, and copy services
- Computer bar
- Magazines and newspapers



A wide-angle photograph of a public terminal, likely an airport, showing a massive crowd of people sitting on the floor. They are arranged in rows, facing towards the right side of the frame. In the background, there is a food court area with various food stalls and signs. The scene is very crowded and suggests a long wait or a lack of available seating.

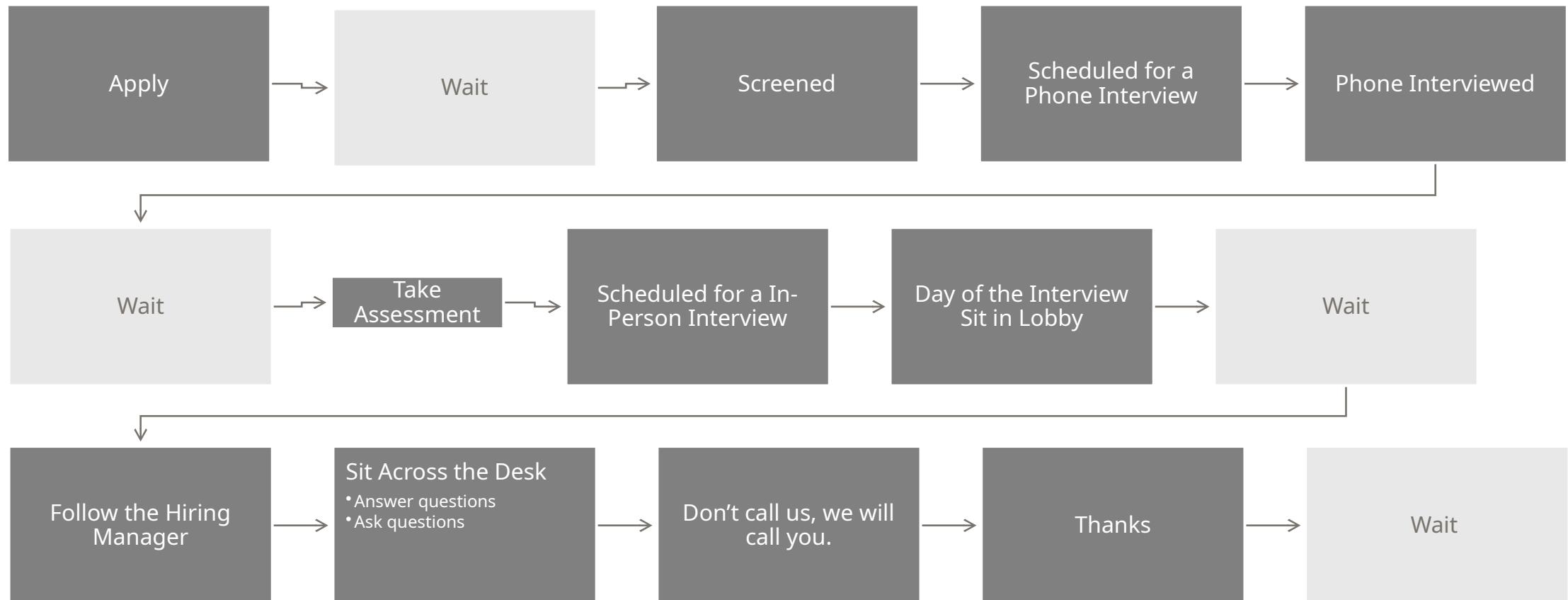
# Terminal Standard Amenities

- Wi-Fi (depends)
- Phone chargers (belly crawl under the seats until you find an outlet)
- A seat (maybe)
- Personal space (who are you kidding)
- Workspace (only if your laptop fits on your carry on)
- Cuisine (get in line)



# **Candidates** **The Necessary Experience**

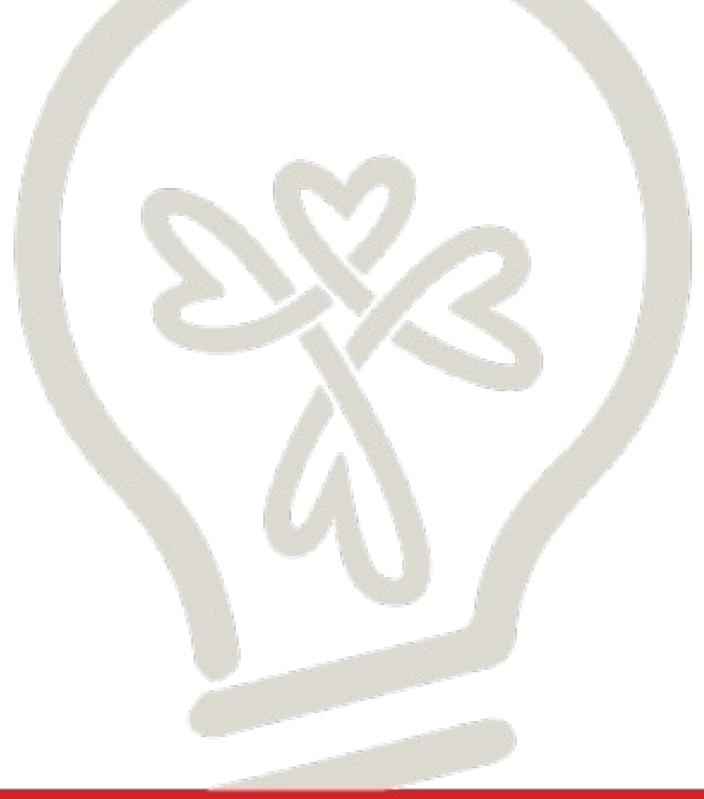
# The Process – Necessary and Forgettable



# Playing the Recruiter Role

- Keeping score?
- Categorizing answers as right or wrong?
- Making decisions about who someone is?
- Playing a role?
- Looking for the candidate to prove they are an exact match?





# The Problem Differentiation

# Candidate Choice Differences

- Retail and Hospitality
  - Entry Level
    - Brand Recognition
    - Tasks and Responsibilities
    - Schedules



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- The Emmaus and other Non-Profit Support Agencies
  - Direct Support Professionals
    - Lack of Brand Recognition
    - Tasks and Responsibilities
    - Schedules

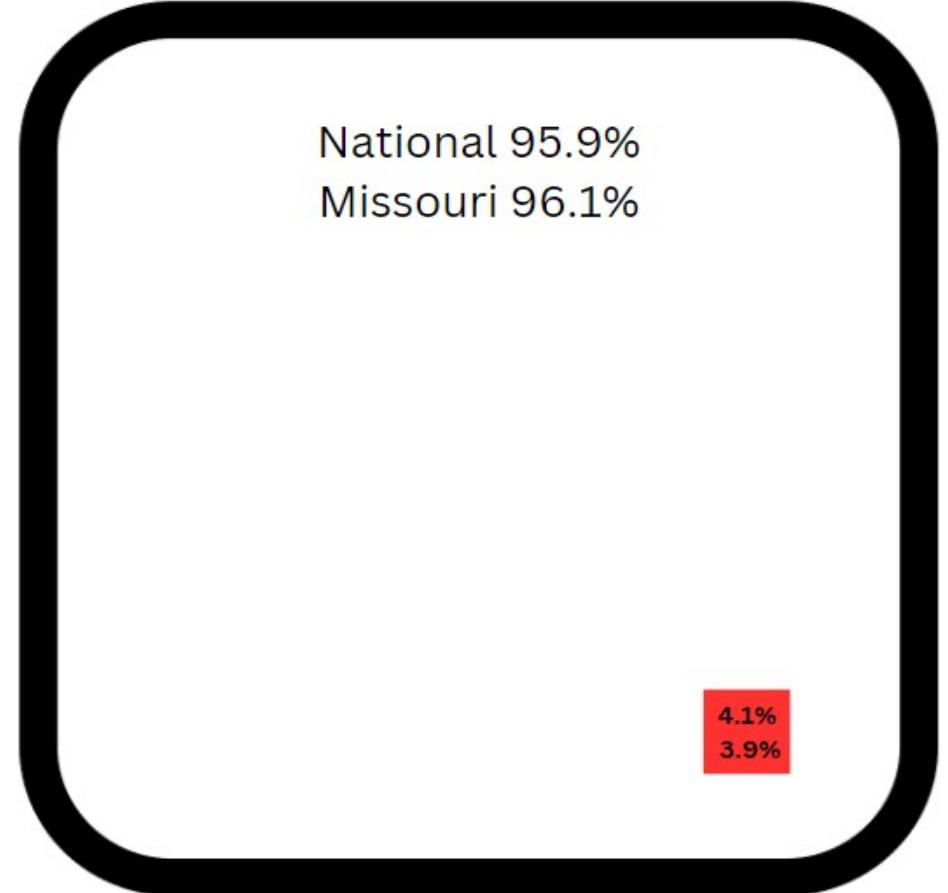
# Candidate Choice Similarities

- Retail and Hospitality
  - Entry Level, no experience required
    - No experience required
    - Benefits
    - Pay
- The Emmaus and other Non-Profit Support Agencies
  - Direct Support Professionals
    - No experience required
    - Benefits
    - Pay

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# Your Candidate Pool

- The currently employed pool is much larger than the currently unemployed pool.
- First impressions create opportunity for future connection.



National 95.9%  
Missouri 96.1%

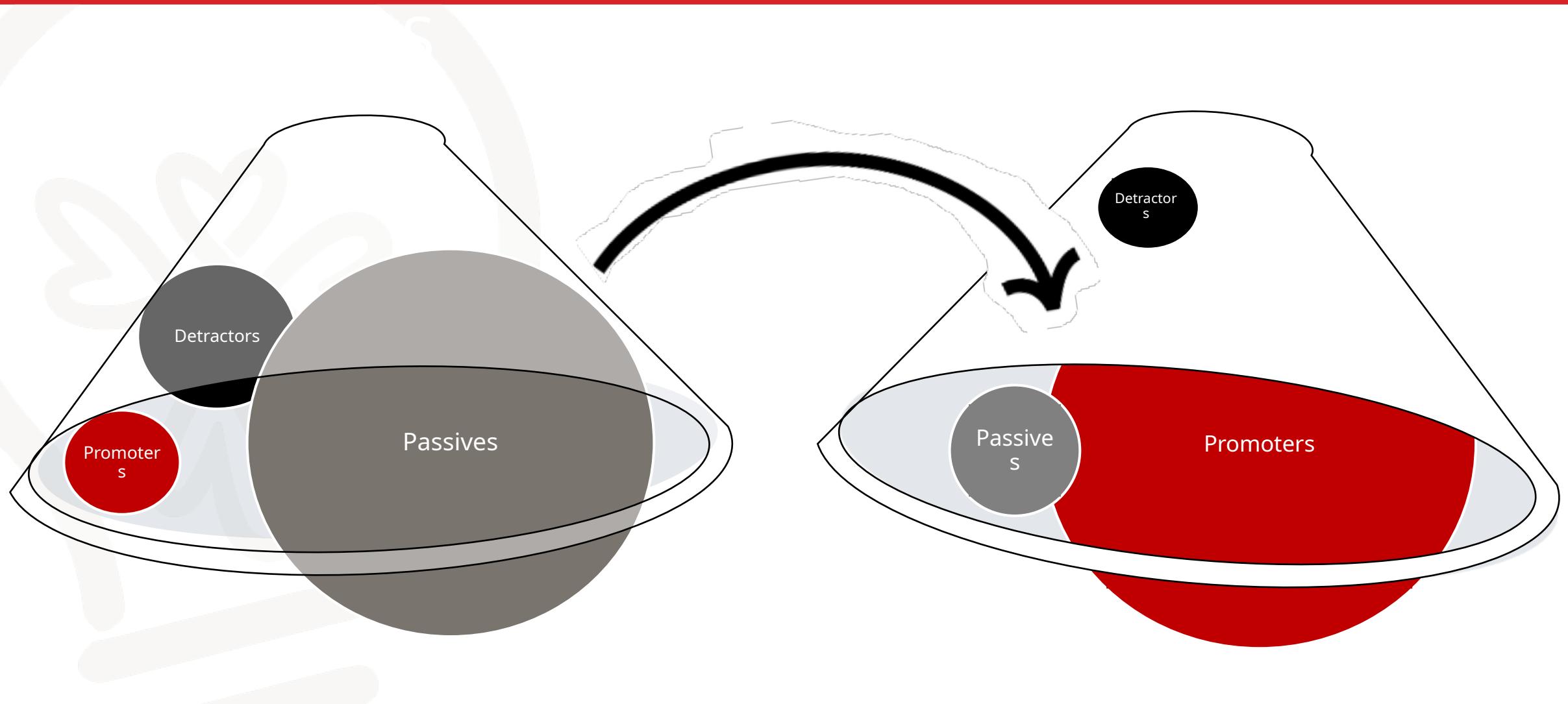
4.1%  
3.9%

# Net Promoter Scores and Loyalty Economics



Image credit: [What Are NPS Detractors and How to Handle Them | Omnicomvert](#)

# Why Does the Candidate Experience Matter



# Connecting With A Human Being

- Focused on them alone
- Being Intentional
- Seeking to Learn
- Remaining Curious
- Encouraging Vulnerability
- Pursuing a Common Goal





# Candidates Creating Promoters

# One Size Fits None



# Curiosity and Concepts

Screening

- Welcome and Communicate
- Demystify the Process
- Coaching

# Selected

The  
Interview

- Private Lounge/Room/Cubicle
  - Personalized Welcome
  - Chatbots
  - Videos
  - Refreshments
  - Swag
  - Notebooks and Pens
  - Great Chairs

# Selected

## Onboarding

- Dedicated Navigation Specialist
- Recognize New Hires (Families are great promoters)
- Deepen the Human Experience
- Encourage Connection – App, Facebook Group, Happy Hour
- Seek Feedback at Every Step
- Gamify Benefits or Company Handbook

# Not Selected

Connection

- Alumni Type Group
- Outreach on Special Days
- Deepen the Human Experience
- Encourage Connection – App, Facebook Group, Happy Hour
- Seek Feedback at Every Step
- Gamify or Reward Referrals



# Summary



**Thank You**



# Additional Slides

# Company v. Candidate

Having an open role is daunting because:

- Job descriptions need updated
- The job market is unpredictable
- Advertising costs money w/ no guarantee
- Time constraints and limited resources
- Getting it wrong means starting over
- The job needs done

*Cost of  
doing  
business*

# Company v. Candidate

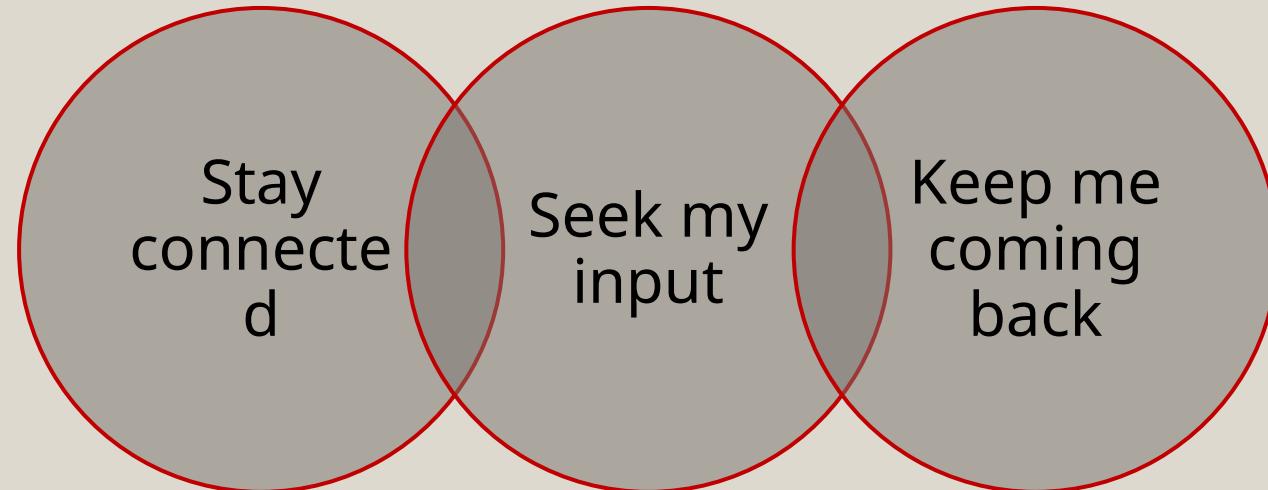
Interviewing for a job:

- Matters
- Is uncertain  
(stumper questions, interviewers, timelines)
- Subject the candidate possible judgement/criticism
- Seems adversarial
- Interview skills matter more than your experience

*This is  
my life*

# Brand Promoter

- Experts on something I need - ADT
- Provide consistency - Starbucks
- Treat me like I am important to them - American Express



# Start at the Beginning

