

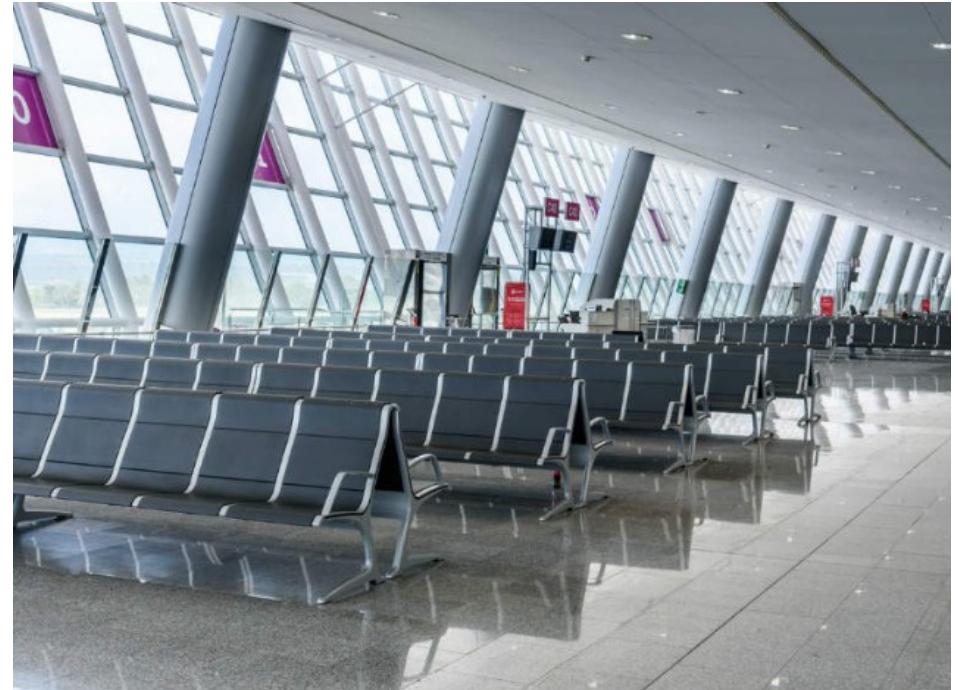


Educate • Innovate • Elevate



Travel Lounge Gate Lounge

A Tale of Two Spaces



Lounge Standard Amenities

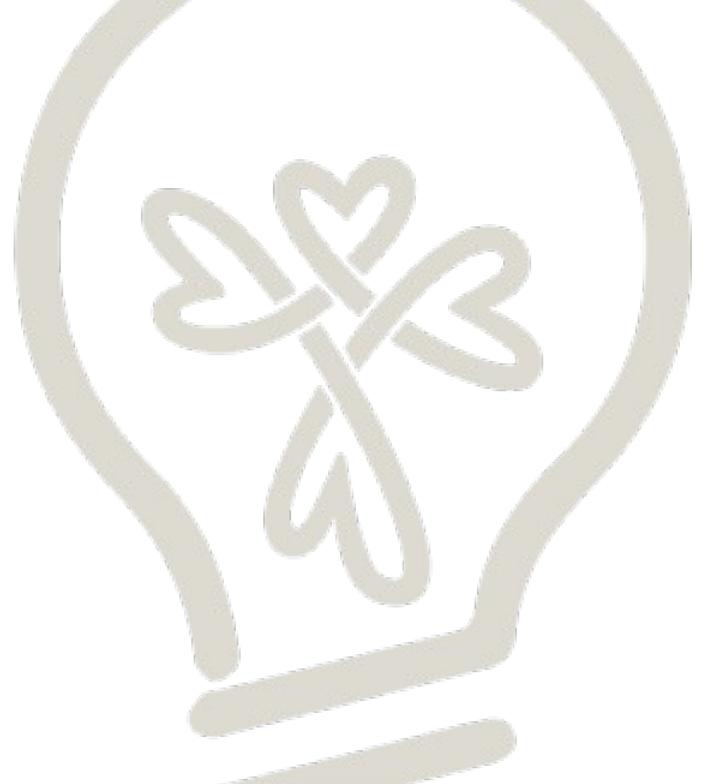
- Member services desk
- Locally inspired cuisine
- Premium bar
- Family room
- High-speed Wi-Fi
- Print, fax, and copy services
- Computer bar
- Magazines and newspapers





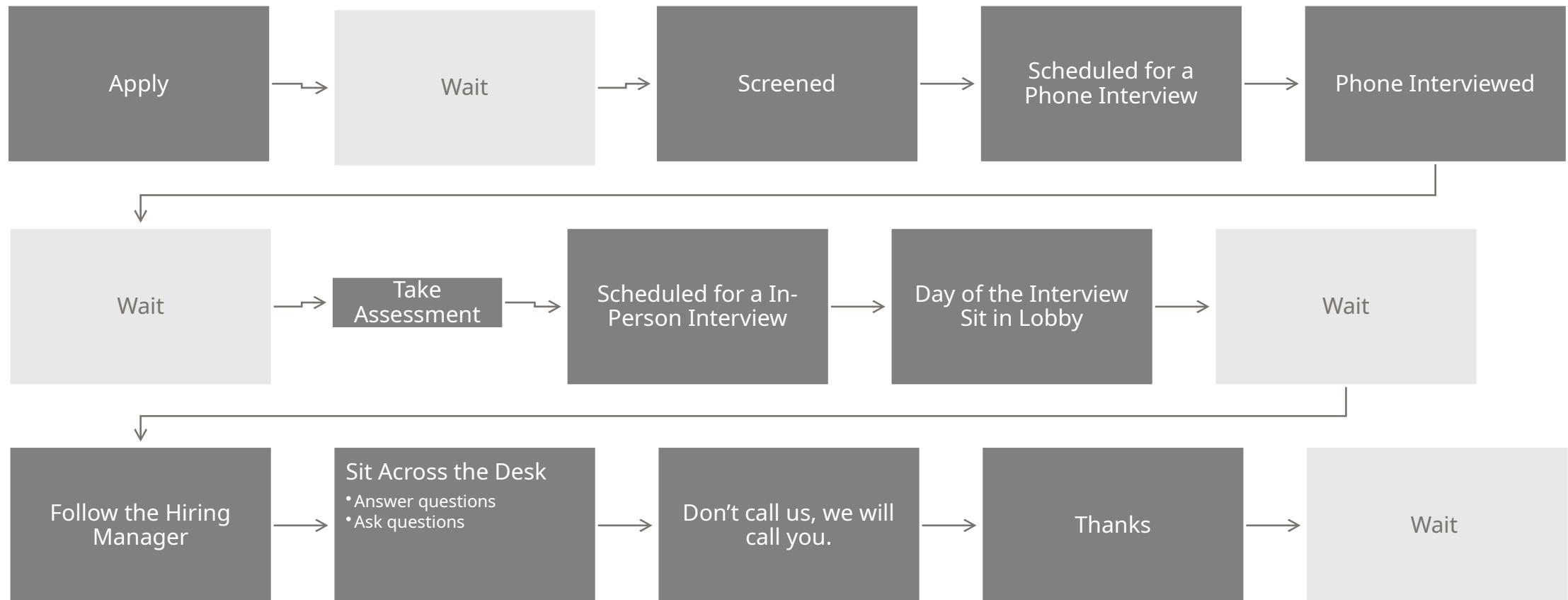
Terminal Standard Amenities

- 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



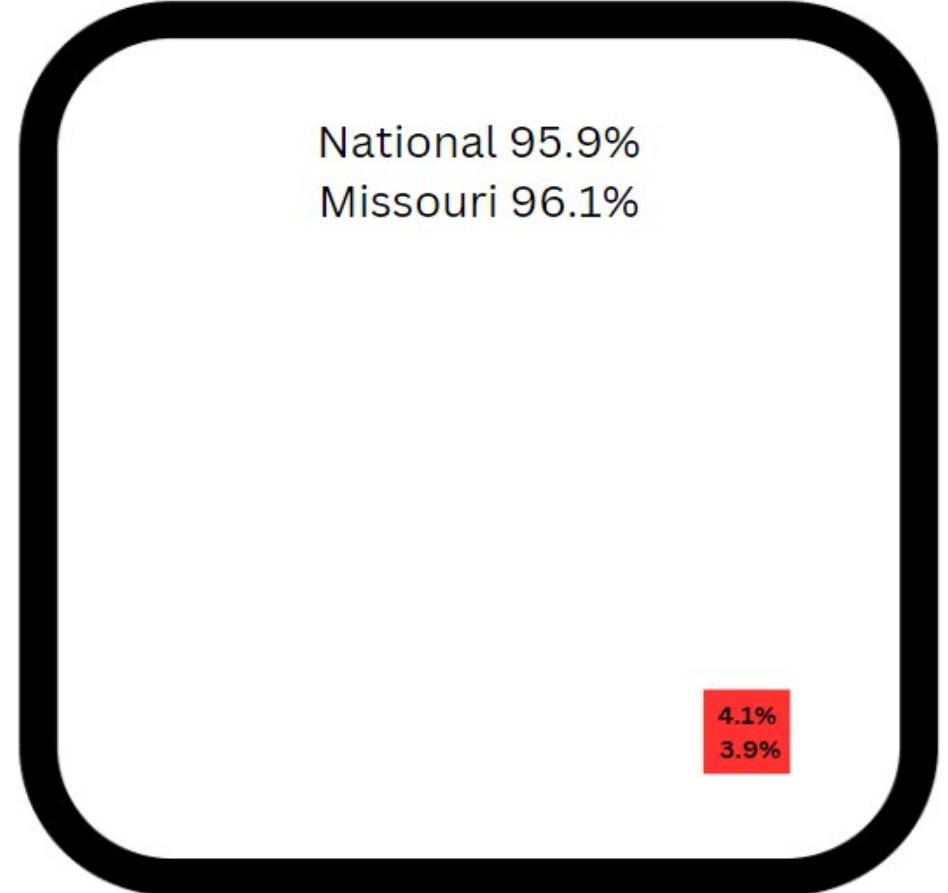
- The Emmaus and other Non-Profit Support Agencies
 - Direct Support Professionals
 - Lack of Brand Recognition
 - Tasks and Responsibilities
 - Schedules

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

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

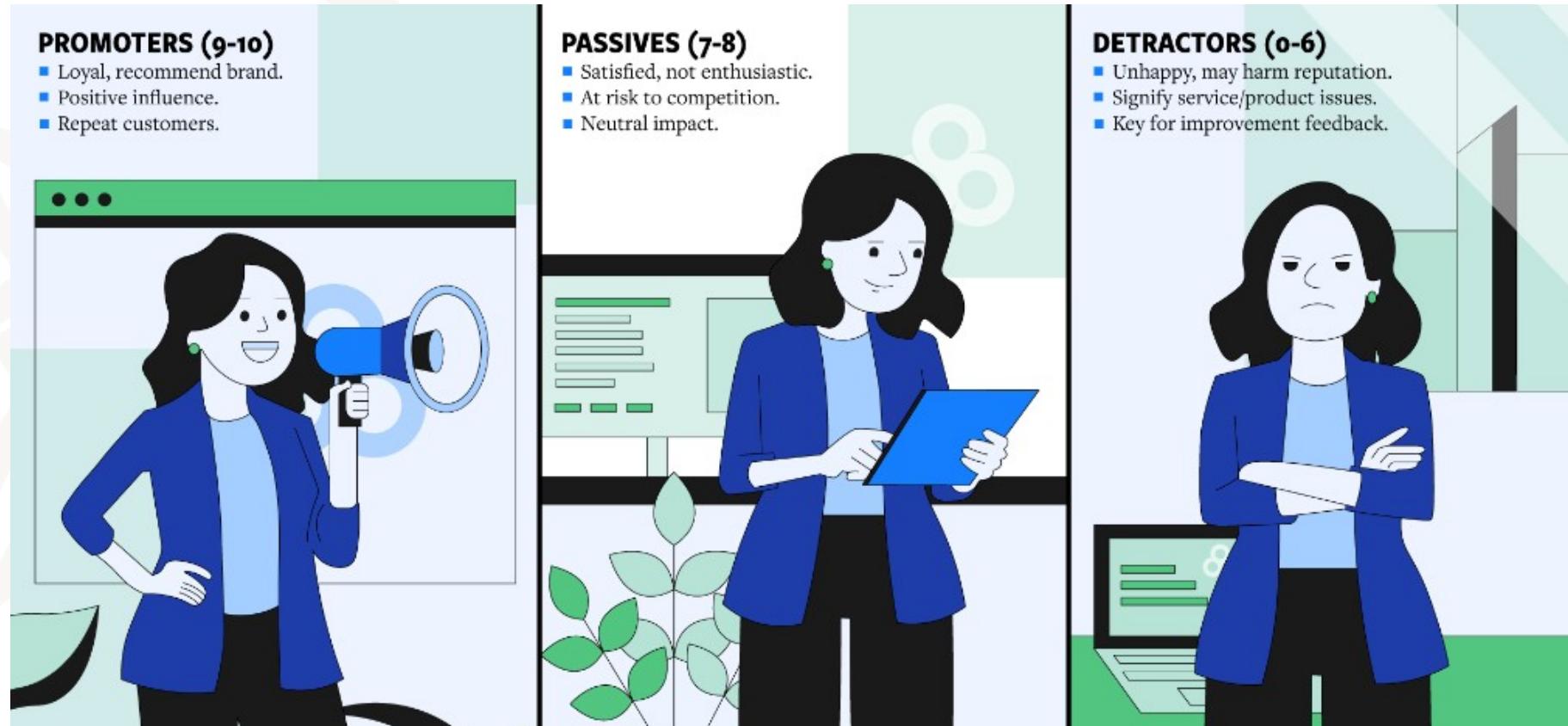
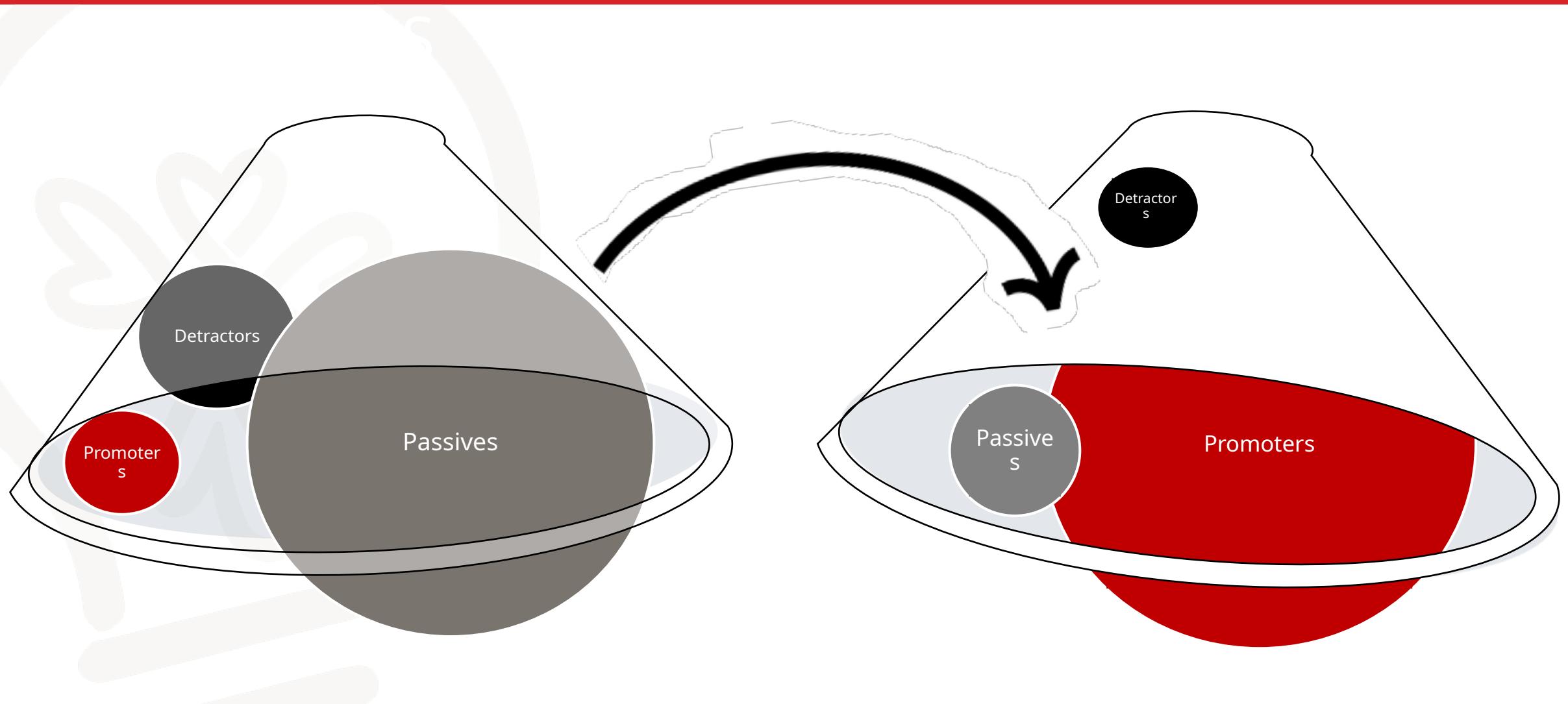


Image credit: [What Are NPS Detractors and How to Handle Them | Omnicomvert](#)

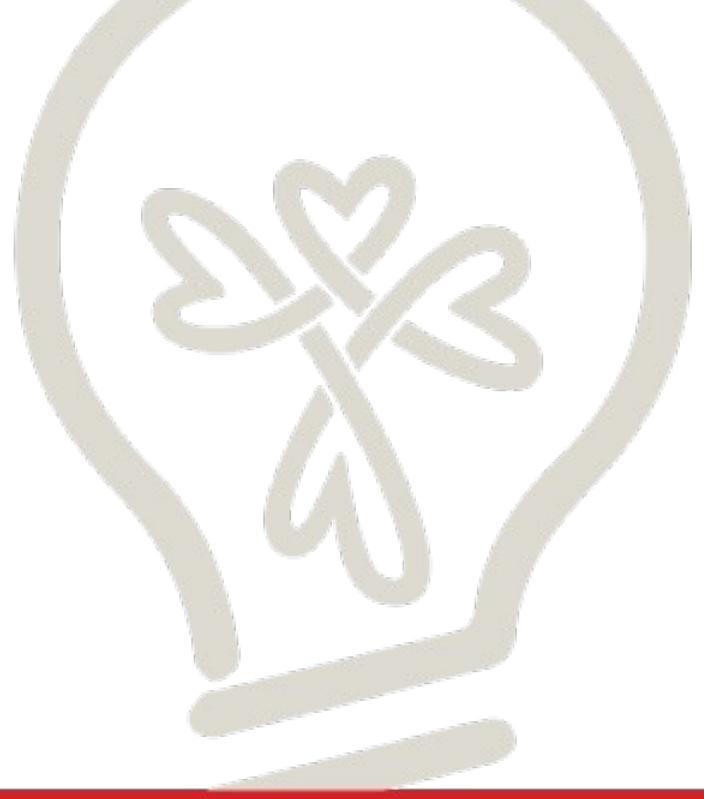
Why Does the Candidate Experience Matter



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

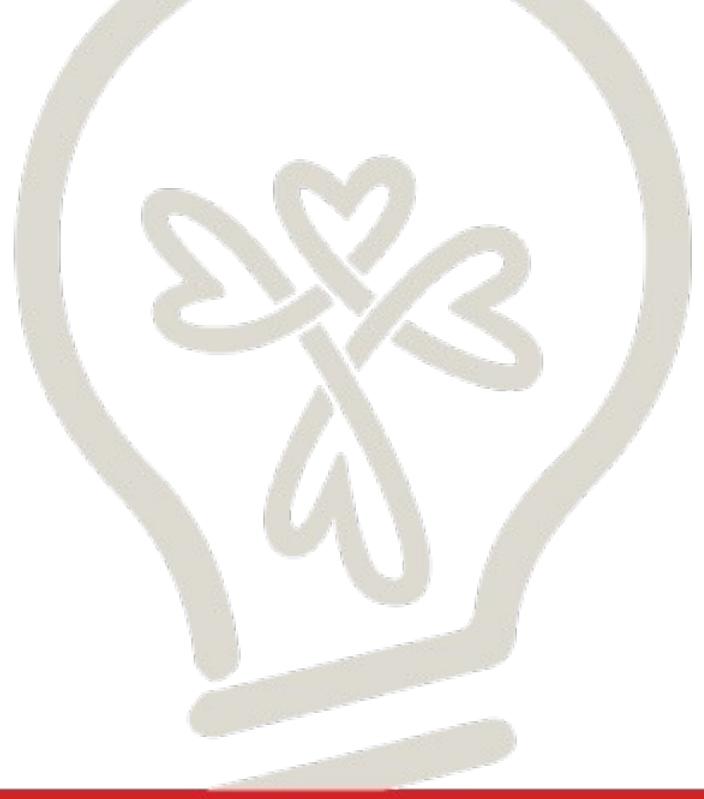
Onboarding

- 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

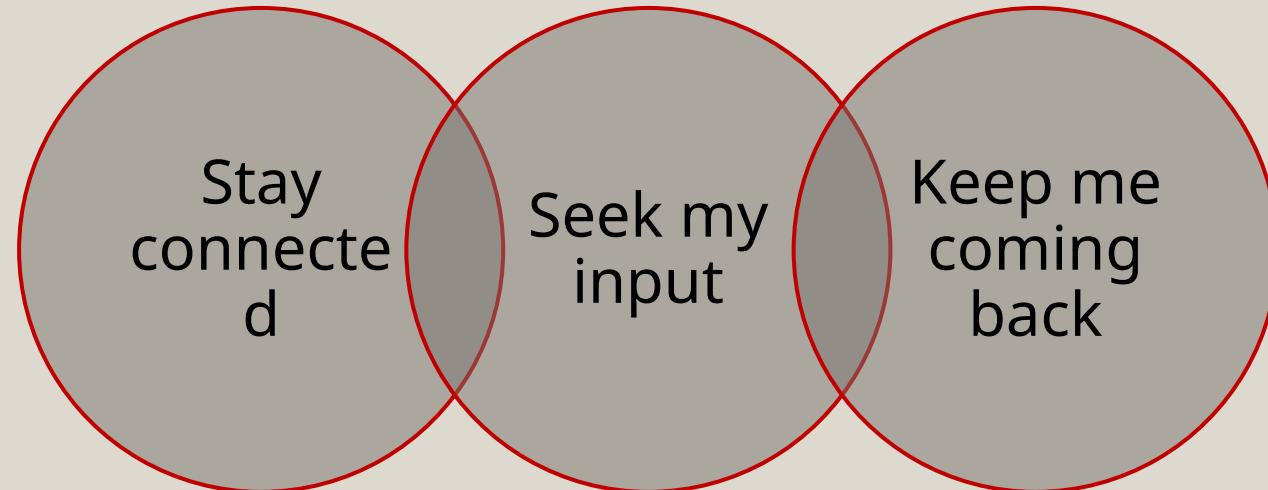
Interviewing for a job:

- 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

