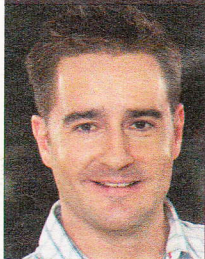


1-800-GOT-QUESTION?



Brian Scudamore

Bzzzzz. That's the media covering your next event

Getting attention starts with research

Dear Brian,

I had the pleasure of seeing you on a panel at the recent SOHO entrepreneur event and most of the panel answered a question about retaining employees by talking about financial compensation.

I've just started a business called Gum Drops a boutique that sells playful, practical and professional wet weather clothing and accessories.

I was wondering, with such a labour shortage in BC what do you do other than just financial incentives for employees to keep them on your team? As we know, many people aren't solely motivated by money.



Shanda Jerrett
Founder, Gum Drops
www.gumdrops.ca

Hi Shanda,

In my opinion, if there's one incentive that's as attractive as money it's a great work environment. When people walk into the Junktion - 1-800-GOT-JUNK?'s head office - they almost always comment on our employees' amazing energy. A big part of this buzz exists because we screen our employees for cultural fit as carefully as we do for work experience and education.

All of our employees must embody the company's core values: passion, integrity, professionalism and empathy. The other part of the buzz comes from the systems we implement to keep our employees feeling valued and connected.

One way we do this is through our daily huddle. This is a seven-minute gathering, which takes place at 10:55 a.m. every day. All employees gather in one room and have the opportunity to share good news; go over our sales and revenue numbers; hear what different departments are working on; and speak out about any missing systems or opportunities. We always end the huddle with a good news cheer, which re-energizes the team.

Because we know our unique culture is a key reason we continue to be deemed one of the best work places in the country, we recently created a committee to gauge employee satisfaction.

Appropriately named It's All About People, the committee is made up of employees from various departments. These employees are responsible for collecting feedback from their co-workers and discussing what we're doing right and what can be improved upon to maintain an ideal work environment. One thing we've learned from this committee is how important it is for our employees to maintain a healthy work-life balance.

As a result we recently increased our paid personal leave from three weeks to four in the first year. This increases to five weeks in their second year. We also encourage our staff to participate in an exercise called 101 Life Goals. This entails brainstorming 101 accomplishments - both personal and professional - that an employee would like to achieve in a lifetime.

While these systems work for 1-

800-GOT-JUNK? I think it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Hi Brian,

I am the director of a youth empowerment and leadership program called YouthTides. We held our second annual event in Vancouver in November. During this fun, entertaining and creative day, our capable youth-facilitation team led 12 groups of participants to co-create innovative community-enhancing projects covering all areas of society.

We were hoping to draw significant media attention this time round. I found it was a tough sell, which we attribute to being relatively new on the scene. We have done the obvious outreach, such as advertising on the web, with youth groups and in youth flyers/magazines. What we lacked was TV and radio coverage.

You've been able to get a lot of media attention for 1-800-GOT-JUNK?. How can we do the same?



Marylynn Riendeau
Director and Facilitator
YouthTides

Hi Marylynn,

The media are probably the most effective communication tool society has today, but surprisingly few of us are actually familiar with how to use it to get our stories across. A little research can go a long way to help you secure some media attention for what sounds like a very worthwhile event.

The first thing you should know is that, because your event is new, it actually works to your advantage. Reporters are constantly searching for what's new in their communities - but

it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

This is significant. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Hone in on your target audience. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Be ready to pitch your story. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

We're not just looking for a story. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Don't be afraid to ask for help. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Finally, don't give up. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Please send me more information. Reporters are constantly searching for what's new in their communities - but it's important to have a clear idea of the kind of work environment, you as an employer, want to create. Once you've written down what your ideal workplace looks like, acts like, and feels like, you'll be better equipped to screen employees accordingly, and attract the candidates who understand your vision and want to be a part of it. Good luck!

Brian Scudamore is the founder of Vancouver's 1-800-GOT-JUNK?, the fastest growing franchise in North America. He has been featured in 1-800-GOT-JUNK? more than 300 franchisees and is widely recognized as a business communication expert.

Starting a New Business?

You need to promote, sell, attract customers, and create a professional image!



+



+



Get everything you need

Only \$99