



Rockstar Recruiting for a New Generation (45-minute Keynote; up to 90 minutes)

Are you wondering what is going on with today's workforce? Has the "great resignation" impacted your audience's business and they just don't know what to do? Susan Frew, CEO of award-winning Sunshine Plumbing Heating Air wanted to know that same thing. Susan interviewed Generation Y&Z to understand how they think and what they want from their employers. Learn out the box marketing strategies to attract this demographic, fill your open positions, and get back to post covid headcount.

Audience Takeaways:

- The facts: What are the numbers? What is happening with today's workforce?
- A concrete plan for recruiting and understanding today's new worker.
- How can your generation create harmony with the new workers?
- Out-of-the-box ideas for recruiting the next generation.
- A step by step plan to get employees to join your team

Susan Frew Speaking Topics



ROCKSTAR RECRUITING FOR A NEW GENERATION



THE FACTS

What is happening in today's labor market?



RETENTION

Ideas for keeping your A Team Employees in 2022 and beyond



CREATE

Walk away with your personal hiring plan for 2022

ABOUT THIS KEYNOTE

Susan Frew, entrepreneur and coach of 18 different trades shares her research and insight on the state of today's job market. Learn how to keep the good ones, participate with interactive and creative ideas on how to get more employees on board in 2022.

- Women in the Industry
- Video from REAL employees
- Generational Differences
- Out of the Box Recruiting ideas
- Where to look for employees
- Career Pathing
- Building Diverse Teams

