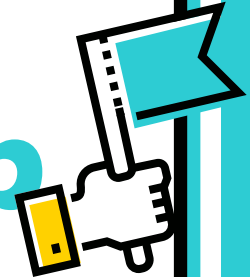


Attracting & Retaining Top Talent During the Great Resignation



SLINGSHOT GROUP

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EMPLOYEE BRANDING TIPS TO HELP YOUR MINISTRY KEEP YOUR BEST PEOPLE



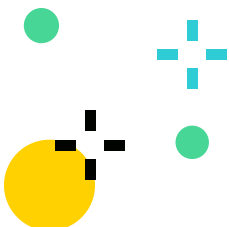
Your employees are the backbone of your ministry.

But more people than ever are reevaluating—and quitting—their jobs.

They aren't quitting over money. Employees are leaving because they want more from their jobs. They're seeking more fulfilling workplaces—where they're given the freedom to grow and take risks... where they feel cared for and valued.

It's not enough to be a mission-driven organization.

If you want to attract, build, and retain a remarkable team, it's time to go further by creating a remarkable work environment.



HOW EMPLOYEE BRANDING BUILDS A GREAT CULTURE



To create a culture employees want to be a part of, leaders need to engage in employee branding.

That involves branding your organization toward your employees so they in turn become your ministry's biggest advocates.

With employee branding, you create meaningful touchpoints that engage your people and infuse your workplace environment with value. The result is a team that loves your organization, believes in its mission, and represents your values in everything they do.

To keep your top team members and attract great leaders, you've got to double down on employee branding. The payoff? You'll get more engaged employees who:

- stay longer
- do better work
- feel more fulfilled
- find value in their work
- attract other stand-out candidates

In addition, your church or nonprofit will experience higher staff retention, stronger brand loyalty, increased internal trust, better job performance, and a healthier reputation.

Read on for 7 practical tips on creating a brilliant employee experience that turns your people into your biggest brand ambassadors who love what they do and where they work.

1

CLARIFY WHAT YOU STAND FOR

People want to work for an authentic organization.

But if you aren't living out your values—if you're not exemplifying what matters most to your ministry—employees are unlikely to buy into your brand.

Don't let your words simply be words on a wall. Activate them in everything you do.

Communicate them in everyday opportunities. Keep reinforcing what you stand for until each person at all levels of your ministry can clearly articulate them.

The clearer your values, the easier it will be for your employees to embrace them and put them into action.

2

LET YOUR BRAND INFORM HIRING AND ONBOARDING

Many organizations hire by looking for the candidate who's most qualified on paper.

But hiring the most experienced candidate doesn't ensure they'll be a good fit for the workplace you're trying to create.

Use your brand values and culture to filter candidates and inform your hiring decisions. Look for people who align in the areas that matter most and who will add value to your desired culture.

Start by identifying the qualities and characteristics you'll look for in the right candidate. Then use your values to prepare specific questions you want candidates to answer to identify how well they'll fit your workplace.

Then, focus on launching your new hire well. Give them a thorough orientation and continue to educate them on your culture and values.



3

SHOW YOU'VE GOT YOUR EMPLOYEES' BACKS

Every team member wants to know that their employer cares about them. They want to be sure that when something comes up, their leaders are going to show up with compassion and consideration.

You don't have to go overboard and show up big all the time. You just need to show up where it counts.

That might mean offering a team member a bit more flexibility so they can care for their family when facing extenuating circumstances. Maybe you buy an employee a plane ticket home so they can attend to a family crisis.

It can also involve smaller acts of kindness. For example, if a team member goes on a work-related trip, you can help out their family by sending them a meal that first night.

Look for areas where you can show care in a big way and come through for your employees where it counts.

4

CREATE A SPECIAL EMPLOYEE EXPERIENCE

For many people, feeling like they belong plays a big part in their workplace satisfaction. Employees want to feel like they're included in something special.

There are several ways you can help your team feel like they have a part in something unique.

Design fun, customized swag given exclusively to your team, such as pins, nameplates, or badges.

Come up with a special name for your staff. Here at Slingshot, we call our team members "slingers." Some other organizations refer to their people as "champions." Or take a cue from Disney, which taps into their core brand identity by calling their employees "cast members."

You can also create traditions and rituals that reinforce your core drivers and values. Host an annual off-site event designed to help your team bond and learn together. Come up with unique rituals to welcome new hires. Commemorate the end of high-work seasons, such as throwing a big all-staff post-Christmas celebration.

Get creative as you look for ways to infuse your values into the employee experience through special objects, names, rituals, and traditions.

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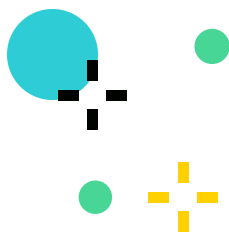
PROVIDE OPPORTUNITIES TO GROW & TAKE RISKS.

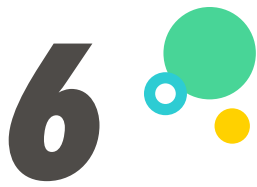


Most employees are eager to grow, expand their skills, and bring greater value to the organization. They also want to know that their supervisors believe in them.

Offer an environment that is stimulating, creative, and rewarding by giving your team members opportunities to grow and develop their skills. Expand their responsibilities, and let them know it's OK to take risks they believe will help advance your ministry's mission. Make sure your team knows it's safe to fail and that every failure is a valuable learning experience.

If a team member has a passion project that aligns with your organization's values, do what you can to help them pursue it.



6 

SUPPORT THEIR CAREER ASPIRATIONS



Your team members may not stay on your team forever. Some might view their current role as a stepping stone toward greater growth and opportunity.

Many leaders might hear this and object, thinking there's no point in investing in someone who's eventually going to leave.

But supporting your employee's long-term career goals pays big dividends. It communicates that you value your team member's contributions, no matter how long they work for you. And when an employee feels valued, they work harder, stay longer, and are more likely to do whatever they can to set your ministry up for success before they follow God's leading to a new opportunity.

Do everything you can to support your employees' aspirations and help them be everything God wants them to be. Embrace the critical role you can play in nurturing their skills and calling out their gifts.



7

APPRECIATE YOUR EMPLOYEES



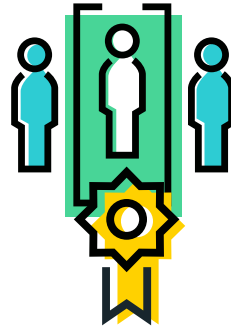
Some organizations have big budgets to spend on unique employee experiences and valuable training opportunities.

But here's one thing you can do without spending a dime: Show appreciation for the work your employees do to support your mission.

This isn't limited to rewarding high-performing employees who hit targets and goals. It's about recognizing team members who are aligned with your ministry's values and whose impact, while less tangible, is unquestionable.

So when you see employees acting in alignment with your values, show your appreciation. Recognize their efforts in all-staff meetings, or create a simple but fun reward that exemplifies your brand.

CREATE A CULTURE THAT NO ONE WOULD WANT TO LEAVE



Great employee branding pays off in more engaged employees who stay longer and do incredible work.

It's the secret sauce to building remarkable teams that empower your church or nonprofit to do great things for God's kingdom.

Don't worry about tackling each of these tips all at once. Take one step at a time. Every action you take—no matter how big or small—will help create a workplace that employees won't want to leave.

WE'LL HELP YOU GET STARTED



Your team should love their work.

Our experienced coaches and ministry practitioners can help you build trust, encourage risk-taking, increase collaboration, and promote creativity—to foster a remarkable team that loves what they do.

Get coaching to help your team reach their full potential:

slingshotgroup.org

