

Charlie Saffro

President at CS Recruiting

Charlie is the Founder and President of CS Recruiting, a third-party recruitment firm that specializes in the Logistics, Transportation and Supply Chain industry.

For over 12 years, Charlie and her team have partnered with clients looking to hire quality candidates for their Supply Chain, Logistics and Transportation related roles.

CS Recruiting is a WOSB that works with 3PLs, Asset Providers, Manufacturers/Distributors, Technology companies and industry partners to take on searches to fill positions at all levels across multiple functions. They serve the entire North American market and pride themselves on providing exceptional client and candidate service to be the best matchmakers in the industry.



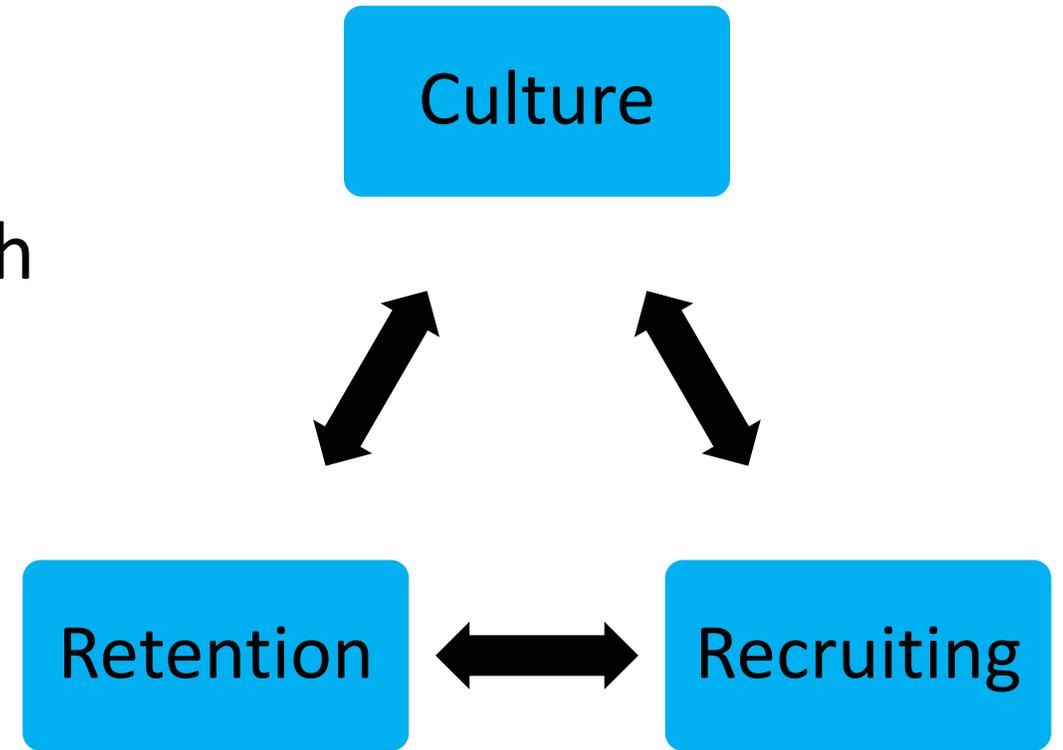
CS
RECRUITING

Agenda

- Cycle of recruiting and retention
- What employees look for—how to implement
- Why employees leave—how to prevent

Creating a Culture to Retain the Best

- ✓ Values
- ✓ Individual Development and Growth
- ✓ Empathy and Authenticity
- ✓ Employee Engagement
- ✓ Flexibility

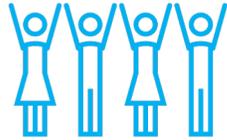


Retention is your biggest competitive advantage!

Recruit to Retain and Retain to Recruit

Retain the Best.....

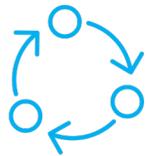
Culture Champions



Reputation



Mission/Vision/Values

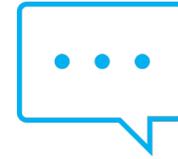


Stability



Recruit the Best...

Referrals/Word of Mouth



Marketing/Advertising



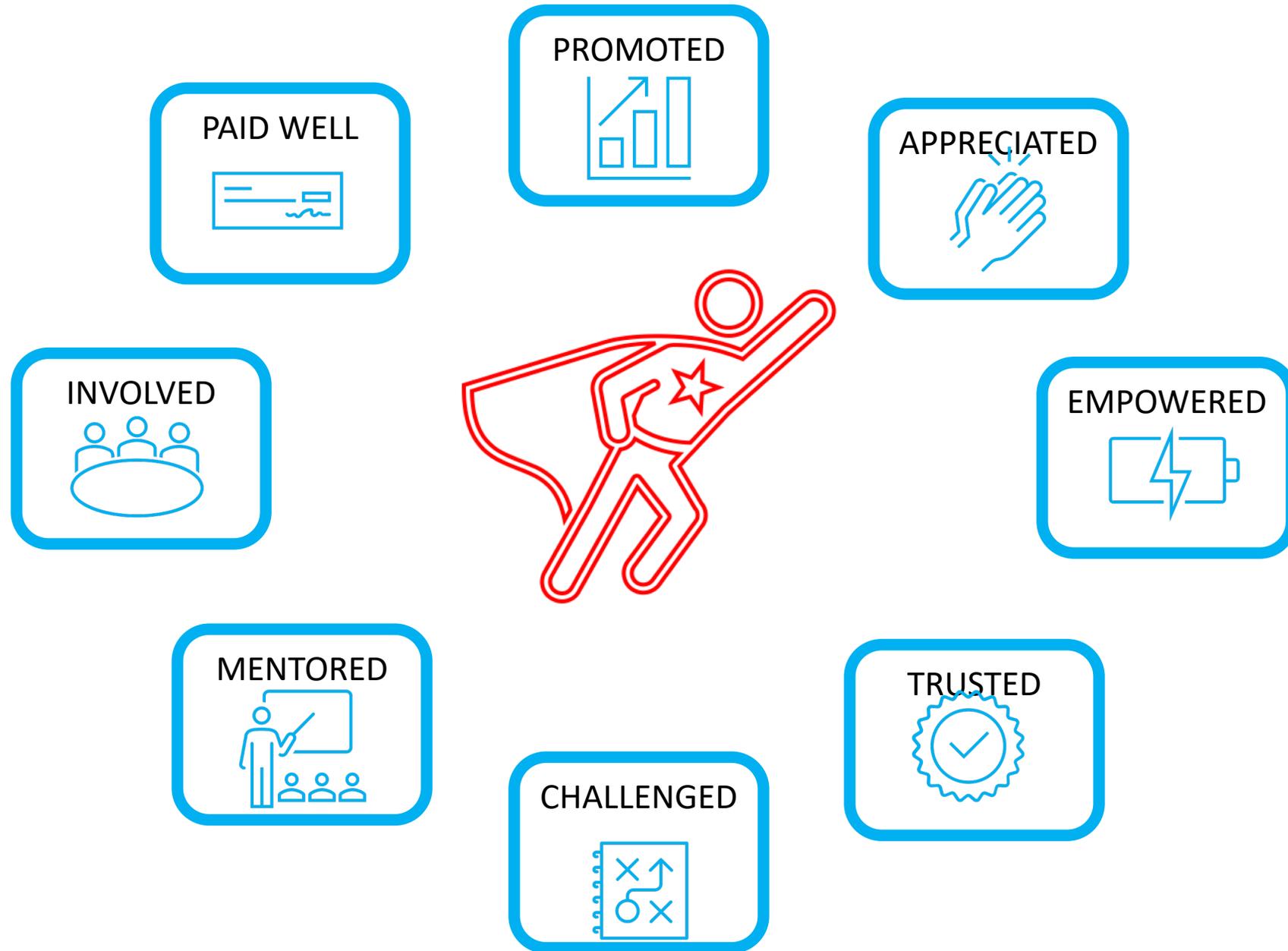
Interview Experience



Growth Potential



Why Employees Stay



Why Employees Leave

-  Career Advancement
-  Management
-  Culture
-  Not Challenged
-  Compensation
-  Lack of Recognition

I was concerned about the lack of opportunities for advancement

45%

I was unsatisfied with the leadership of senior management

41%

I was unsatisfied with work environment / culture

36%

I wanted more challenging work

36%

I was unsatisfied with the compensation / benefits

34%

I was unsatisfied with the rewards / recognition for my contributions

32%

Value Proposition for Safety Service Patrol position

Challenges

- **Low pay relative to trucking and other services**
- **Work Conditions**
 - Physical
 - On-site
 - Safety concerns
- **Long shifts**
- **Retention**

Opportunities

- **Promote Benefits**
- **Employee Recognition**
 - Performance Reviews
 - Anniversaries
 - Service Awards
 - Shoutouts
- **Mindful Management**
- **PURPOSE!!!!**