



Let's look at these and more

**Lesson Four Learning Points**

1. We can't find ..
2. We lose people because
3. They can't pass our tests
4. The difficult work is ..
5. Discussion

We need a magic test

They send us the *wrong* people

Human Resources

"We realize you don't understand much about Emergency Communications or Public Safety – but we are looking for a 'fresh perspective'."

'they' don't care about the job

Gen X – can't train 'em to *work*

"We also have some part-time positions available for people who only want to work 60 or 80 hours a week."

We aren't alone

**Myth :** We can't find good people to apply

Most areas of the U.S. are in a hiring crisis. Unemployment is down, wages are up and the competition is tough. A quote from Washington CEO magazine,

"..... government and business must examine their ways of thinking and doing if they are to survive the hiring crisis."

Let's look within

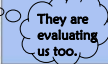
**Myth :** We can't find **good** people to apply

**Fact:** There is no shortage of intelligent people – the world isn't falling apart. Qualified or "good" people can afford to be **picky!**

Let's look within

**Myth :** We can't find good people to apply

They have many professions and jobs to choose from. We can't blame the **WORK**. The work is good work, we just have to find the right people and train them well.



**Myth : We can't find good people to apply**

If **qualified** people aren't signing up, why not? What does this profession look like? The fact is not that there are not good people, or that we can't find good people but possibly we aren't **attractive** to good people – when they have so many choices.



**Myth : We can't find good people to apply**

**Sign me up:**

- a) terrible hours
- b) fight for pay increases
- c) may get involved in a lawsuit
- d) listen to your neighbors worst nightmare
- e) training is admittedly not what it should be
- f) most people do not pass probation
- g) stress reigns

Police HR

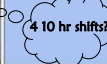


We also offer a great wellness plan in communications ...we sprinkle the donuts with valium.



**Myth : We can't find good people to apply**

This is **NOT** a realistic impression of the work – however it is often what we are **portraying** as we try to attract candidates to the profession (inadvertently or unconsciously).



**Myth : We can't find good people to apply**

**Fact:** The work could be more attractive, shift work can be a benefit.

Why not turn this worm so that the new hire can say, " *The work hours are Incredible, It's great! I could never find great hours like this.*"



**Myth : We can't find good people to apply**

And help your trainees adjust to the schedule by giving them your shiftwork survival kit.


Many professionals have 24 hour schedules.



**Myth : We can't find good people to apply**

**Fact:** We do little to sell the *benefits* of the work. It's not all bad or you wouldn't still be there.

We know: a) the work is incredibly rewarding b) It's exciting c) great benefits d) something to be proud of e) the job is secure f) employment test doesn't involve sit ups.



**Myth : We can't find good people to apply**

The **catch 22** is that we want people to know what they are getting into – however – we translate that as we want people to know *the mess* their getting into – selling our profession short.

**Tip** We need to sell the rewards in our recruiting language.



**Myth : We can't find good people to apply**

**Fact:** There are good candidates - knock on a few more doors to find them.

We aren't *reaching* out to good candidates.

Where are you looking to find candidates? Where do "qualified" people hang out?

Want an exciting career?

**Myth : We can't find good people to apply**

Tip

- College campuses Vo Tech / University / CC Job Fairs Local Fairs In public safety families
- Hospitals Clinics Supermarkets
- Professional Associations City Clubs
- Writers / Actors / Artists
- Public Speakers Associations
- Clerks Free local news or newsletters

Want an exciting career?

**Myth : We can't find good people to apply**

Tip

**Be An Emergency Communications Professional Workshop**

- **FREE**, must have ID to enter
- Will fill out an application
- Will complete some preliminary exams
- Will hear from experts on the work
- Gives your agencies a chance to look at them

people who have paid to learn and be evaluated

**Myth : We can't find good people to apply**

Tip

Create a college training program.

3 weeks 3 months 6 months 1 year

Certificate Degree Online

Get Certified

Research the Internet and find anything you can about turnover, hiring or retention for 9-1-1 Operators.