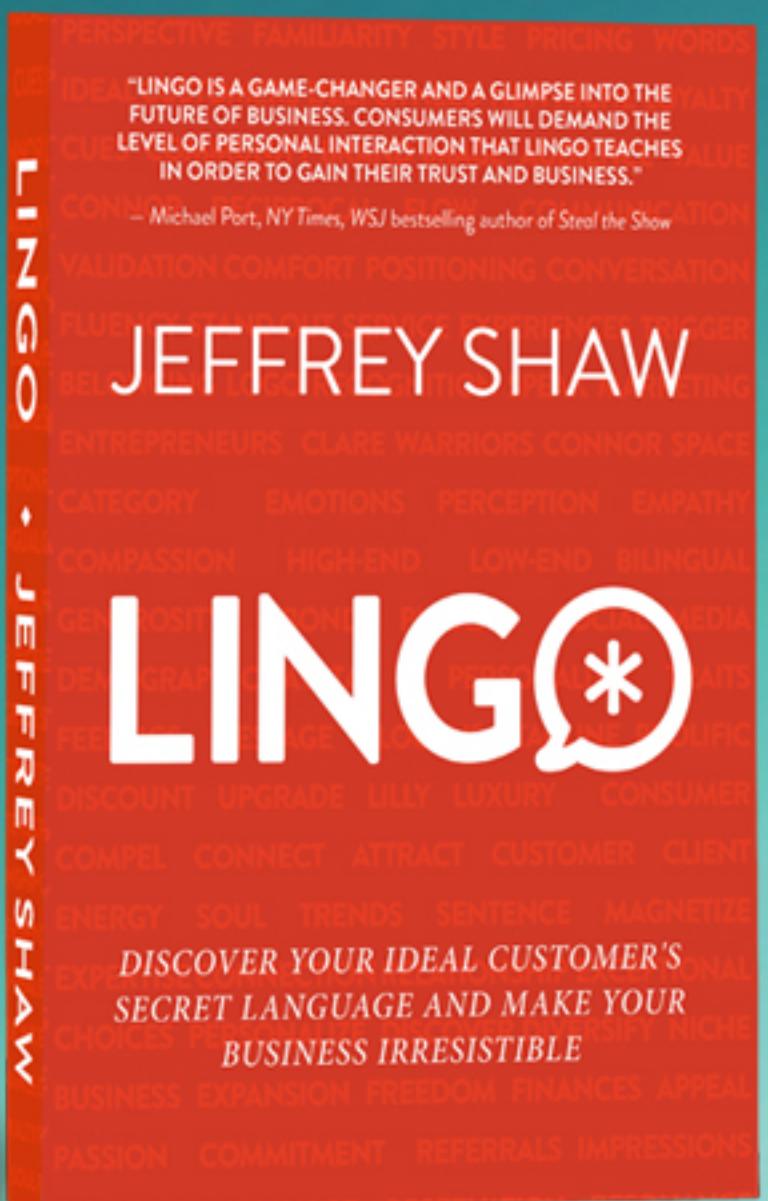


# Building Dreams

## *Recruit, retain and inspire Dream Employees*



Jeffrey Shaw



**Businesses that “get” their employees,  
get better employees**



# Perspective



Builds Understanding

What's their perspective?

Impact of their formative years



# What's their perspective?

## Express their values

**86% would take a pay cut to work for a company  
who's values aligned with their own**

Zameena Majia, CNBC



What's their perspective?

Entrepreneurial Minded



# Meaning



What matters to them

What matters to them?

# Work/Life blend

Nearly 60% put lifestyle ahead of salary

Kaytie Zimmerman, Forbes



What matters to them?

Benefits over perks



What matters to them?

# Flex work schedule

74% prefer a flex work schedule and working remotely

Elizabeth Dukes, Inc. Magazine



# Familiarity



What Brings Out Their Best

How do you bring out their best?

Support their strengths



How do you bring out their best?

# Immediate feedforward over formal reviews

80% prefer immediate feedback (feedforward)

Elizabeth Dukes, Inc. Magazine



How do you bring out their best?

Be trained to connect



# Style



## How You Keep Them

What style speaks to them?

Collaborative culture not  
a competitive one

88% say they want a collaborative culture over competitive

Elizabeth Dukes, Inc. Magazine



What style speaks to them?

# Resimercial Workplace



# What style speaks to them?

## Sense of belonging

46% of the reason someone stays

Nina McQueen, LinkedIn Culture Trend report



# LUNG



## How to apply

Where do I speak their lingo?

# Brand Image

Make them feel seen



Where do I speak their lingo?

# Recruitment process

Make them feel heard



Where do I speak their lingo?

An irresistible offer

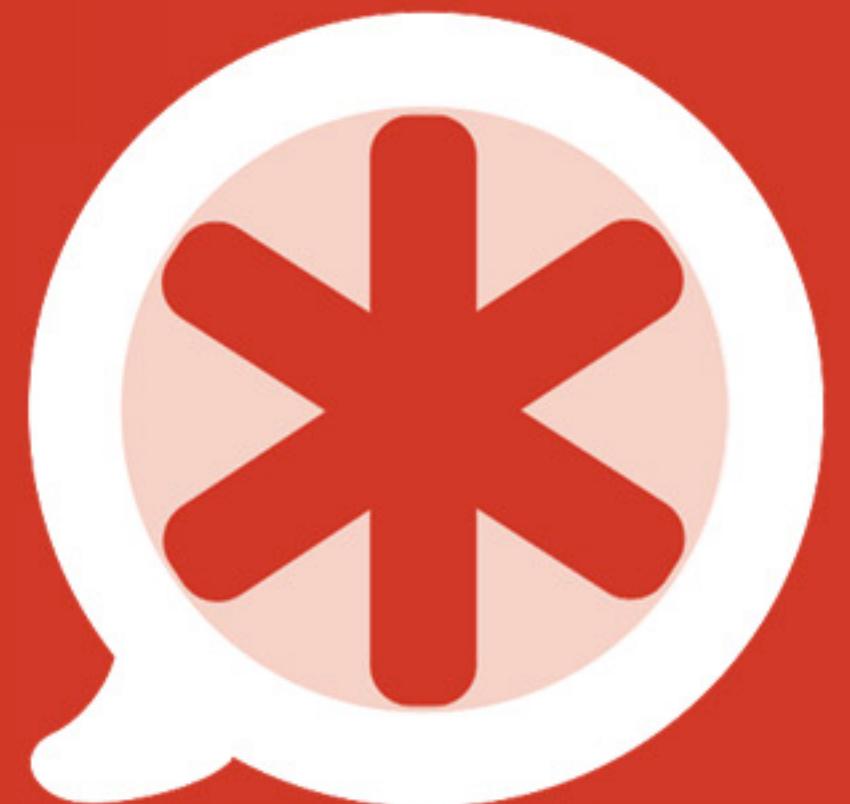
Make them feel understood



Where do I speak their lingo?

# Training and Support

Empower them to get more from them



Where do I speak their lingo?

# Community and Culture

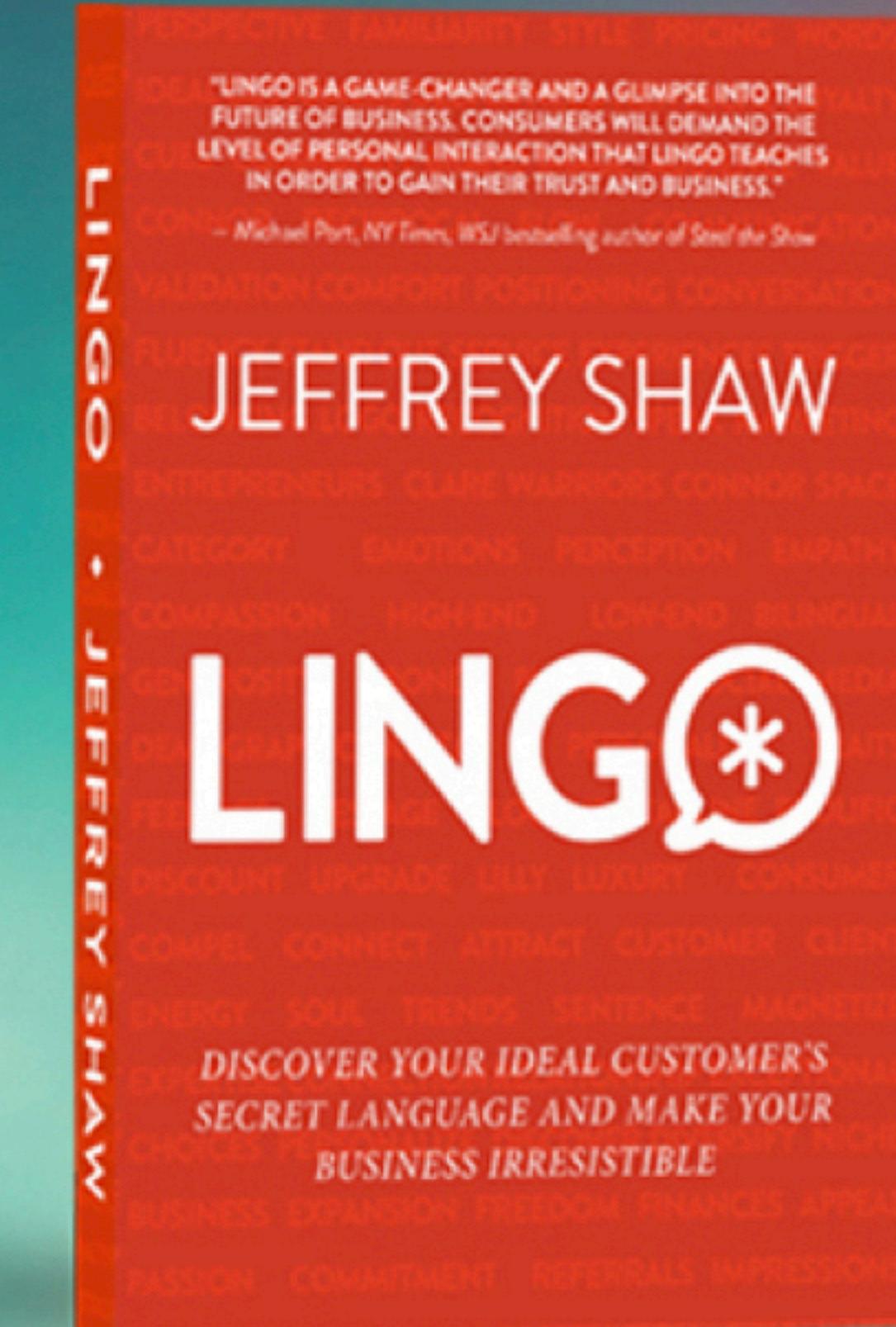
Make them feel like they belong





Available on Amazon

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[www.JeffreyShaw.com](http://www.JeffreyShaw.com)

