



FLOATER STAFFING



FEATURE STAFF PROFILE

Paul – Your MVP

Paul, pro-hockey player, is now focusing on his after-game career. He has skills suitable for customer service, dispatch and lead-hand roles in any industry.

Organized, personable and literate, all of our customers request his continued services. Is your organisation the right team for this extraordinary employee?

Did You Know...

53% of companies who regularly use reference checks to verify a job candidate's history discover falsified information during the reference check.

- Society of Human Resource Management

PeopleGram Newsletter Promotion

As a newsletter recipient, you are eligible to receive a complimentary **Reference Check Template**, to aid you in evaluating potential employees and checking their references and employment history. Contact our office today!

the peopleGRAM newsletter

Do You Know Who You Are Hiring?

Did you know that hiring the wrong employee can cost you hundreds or even thousands of dollars in lost productivity, training costs, and more?

Often, one of the best ways to protect yourself as an employer and prevent hiring the wrong individual is to make sure you are thorough in your hiring process by taking the time to investigate each job candidates' background and work history. References can often reveal more in-depth information about a candidate's job performance, attitude, and abilities, and may identify candidates that are not desirable to hire.

What should you look for in reference checks?

When conducting reference and background checks, it is important to contact at least three (3) recent employers. When contacting references, limit your questions to job-related information, such as the candidates' duties and responsibilities, performance, conduct, and work ethic. Confirm any training or credentials earned on the job and their reason for leaving. Lastly, always confirm the candidate's date of employment with the reference's company.

Floater Staffing specializes in training, recruitment and hiring. As part of our specialized hiring process, we conduct numerous reference checks on behalf of our customers on a daily basis. We can work with your team to establish a proper reference and background check process, and we can manage the background check process for new candidates on your behalf. Contact us today to make sure each new hire is a great one!

Upcoming Events

The Career Show

October 29-30, BMO Centre

Employers, take advantage of this great opportunity to showcase your career offerings. To register as an Exhibitor Employer, visit www.thecareershow.ca



Visit our website for archived copies of the PeopleGram Newsletter

www.FloaterStaffing.com

Commandment No. 7



Incorporate reference checks and background inquiries into your hiring practices.

The importance of reference checks cannot be over-emphasized when it comes time to hire a new employee. Proper reference and background checks are vital to confirming factual information that candidates may provide on a job application or in a resume. References can often reveal more in-depth information about a candidate's job performance, attitude, and abilities, and may identify candidates that are not desirable to hire.

CONSULTANTS' CORNER

A monthly feature showcasing Floater Staffing's Consultants-On-Call Division.

Harnessing the Power of Social Media for Your Business

By Maureen Walsh

Many of today's customers have no time for long-winded marketing pitches – they want useful and engaging information on the spot – which is where social media has become very valuable to businesses.

Today, more than ever, we turn to the Internet as a source of information and knowledge – from keeping up with the news and the latest investment trends, to sharing pictures of a friend's new baby. Social media has become one of the most powerful tools to disseminate and share information quickly and effectively, and the millions of people who use it everyday to communicate and connect are alone evidence of its amazing power. How can you, as a business owner, harness this power and put social media to work for you?

Think of social media as a newer, less expensive, more effective and more targeted way to communicate with your current and potential customers: if you could talk to all of them on a daily basis, would you? Of course!

Social media has provided businesses with the platform to do exactly that – communicate with current and potential customers, and, perhaps most importantly, listen to what *they* are saying.

The first step in harnessing the power of social media is **understanding** which social media platforms are best-suited to communicate information about your product/service offering and which social media tools your target customers frequent most often.

The second step to creating an engaging, informed following of potential customers is to participate. Whether you "Tweet" about new product offerings or exciting news in your industry, or post a message on a customer's Facebook Wall about an upcoming event, the value of social media comes in creating and renewing connections and building relationships through active participation. When used properly, social media provides you, the small business owner, the powerful ability to communicate and connect with your customers in a dynamic, and surprisingly personal way. Best of all, the majority of social media platforms are cost-free to use, meaning your marketing budget can breathe a sigh of relief.

This month, consider giving social media a try – do some research, find out which platforms your current customers are using, and ask them what they value most about social media. Your next customer could be just a Tweet away!

About the Author Maureen Walsh, B.Comm is a Marketing Consultant with Little Red Inc.

Little Red Inc. is a professional marketing consulting firm based in Calgary, specializing in small and medium business' marketing needs. We focus on delivering the tools businesses need to drive results - working side-by-side our clients every day to ensure the delivery of tailored, cohesive marketing solutions that are unique to their small businesses.

We offer professional services in the areas of marketing strategy and planning, brand development, market research, communication design and delivery, and creative services including logos, newsletters, brochures, and presentation materials. We are also social media experts and educators, helping small businesses realize the potential of social media to grow their customer base and foster dynamic relationships.

For more information on our services, please visit our website at www.littleredinc.ca or contact us at (403) 619-3652 or info@littleredinc.ca

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