

BUILDING TOMORROW'S WORKFORCE TODAY

THE POWER OF SKILLS-BASED HIRING, UPSKILLING, &
RESKILLING



A DIVISION OF SCALE BANK



Today's Topics

1. The Power of Skills Based Hiring
2. Technology and AI Tools to Support these Strategies
3. Upskilling and Reskilling Strategies
4. How do we Measure Success and ROI?
5. Building a Culture of Learning





Staffing Experts Joining us Today

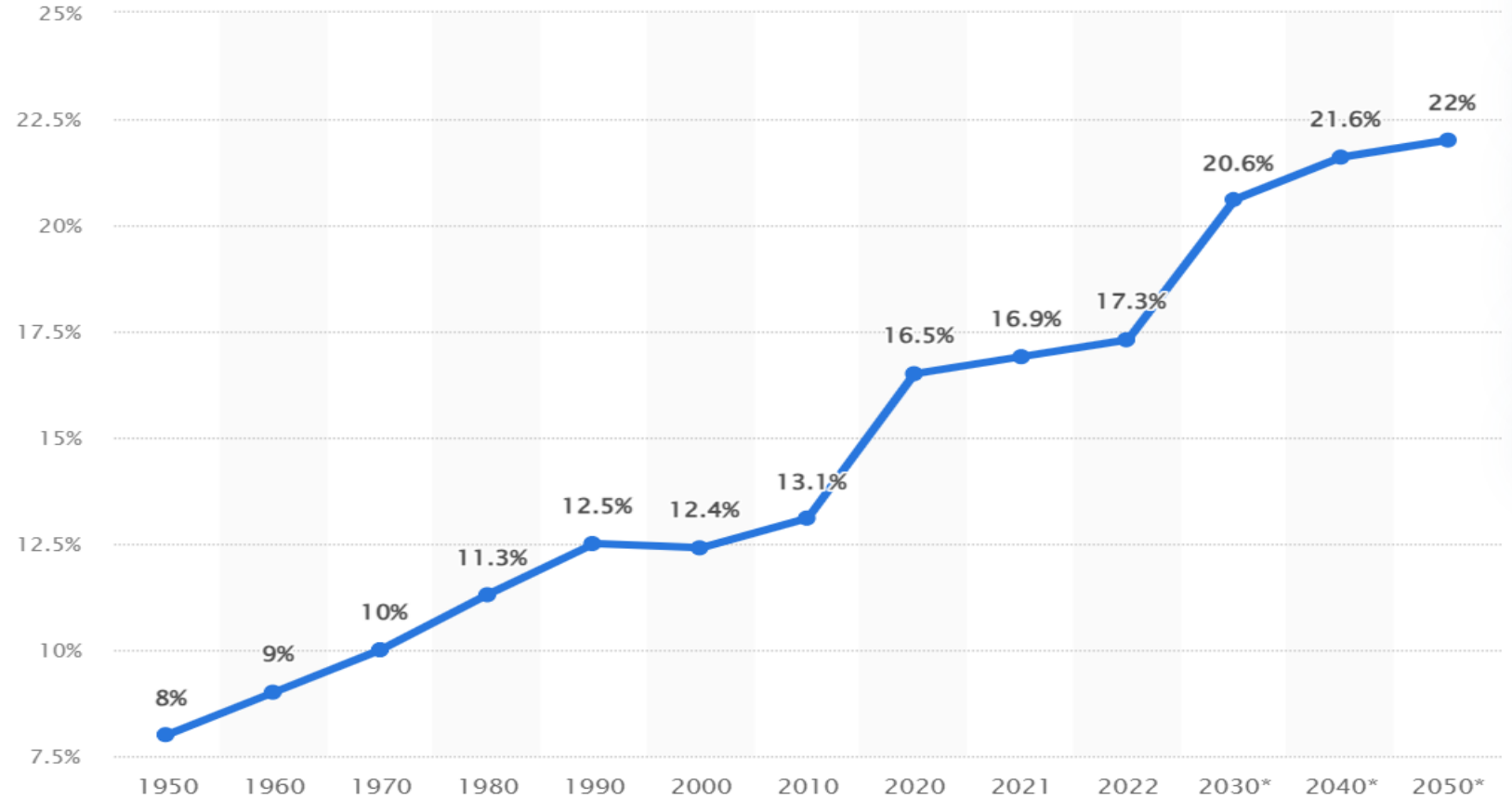
Sheri Tischer, Vice President at Scale Funding
Marnie Byford, COO of Supreme Staffing
Maya Huber, Co-Founder and CEO of TaTiO

The Labor Shortage

Where are the people?

We have an aging workforce in the United States.

* % of people 65 and older



<https://www.statista.com/statistics/457822/share-of-old-age-population-in-the-total-us-population/>

The Labor Shortage

Where are the people?

Our birth rate has been falling for decades which will continue to impact our workforce. *US Census Bureau

*In 1990 there were about 70.77 births each year for every 1000 women ages 15-44.

*By 2019, there were about 58.21 births per 1000 women in that same age group.

Migration to the U.S. is at its lowest levels in decades.

The U.S. Census Bureau data shows that net migration to the U.S. between 2020-2021 only contributed to a 247,000 person increase to the population. Compared to the prior decade's high of a 1,049,000 increase between 2015-2016 due to immigration, is a significant drop.

Labor Participation rate is dropping and will continue to drop.

Check out this chart from the Bureau of Labor Statistics.

<https://www.bls.gov/emp/tables/civilian-labor-force-participation-rate.htm>

***Labor Participate rate of 16-24- year-olds:**

2002 = 63.3%

2012 = 54.9%

2022 = 55.6%

2032 51.3% projected

What Are Competencies?

Let's unlock the Superpower

Wikipedia: Competence is the set of demonstrable characteristics and skills that enable and improve the efficiency or performance of a job. Competency is a series of knowledge, abilities, skills, experiences and behaviors, which leads to effective performance in an individual's activities. Competency is measurable and can be developed through training.

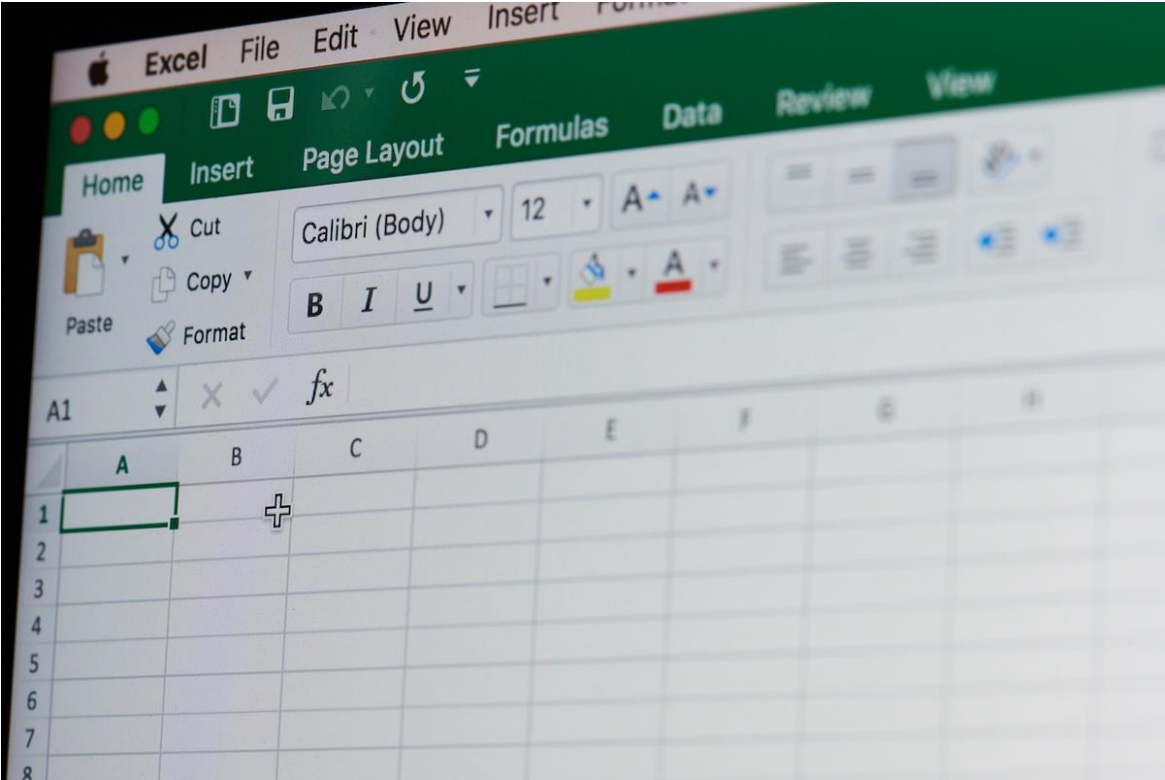
Bard: Competencies are the knowledge, skills, abilities, and behaviors that contribute to individual and organizational performance. They are often used as the basis for job descriptions, performance reviews, and training programs.

ChatGPT: Competencies refer to the specific knowledge, skills, abilities, and behaviors that individuals possess to perform their job effectively. They can be categorized as core competencies (essential skills applicable across roles) and job-specific competencies (tailored to specific HR roles). Competencies are used in HR processes to assess capabilities, identify skill gaps, and develop learning initiatives.

Competencies vs Skills

Competencies are Skills Within Their Context

Skill



Competency



Skills-Based Recruiting

Hiring Qualified Candidates with Confidence

A Story of **Skills & Competencies**
Why Does it Even Matter?



The Problem with Resumes - Navigating a Sea of Words

Daniel Fahey

RETAIL

Details

4578 North Circle
Santa Fe, NM 87501
505-456-8989
fhy_dni455@gmail.com

Skills

Time Management

Communication Skills

Ability to Multitask

Customer Service

Fashion Styling

Marketing and Sales

Mathematical Skills

Languages

English

Spanish

Profile

Motivated and hardworking Retail Store Associate with a love for fashion and design. Adept in working as a productive team member to meet the needs of customers and help to achieve sales goals.

Employment History

Retail Associate , Hen & Henrietta , Santa Fe

JULY 2018 – JULY 2021

- Greeted customers and worked to determine their needs in a professional and enthusiastic manner.
- Remained up-to-date on the latest store offerings, promotions, and sales.
- Collaborated with team members to ensure day-to-day tasks were met with precision in a timely manner.
- Utilized proper selling techniques and product knowledge to provide the best customer service possible.
- Worked to keep the floor neat, organized, and well stocked.
- Followed all store protocols and safety regulations.

Retail Associate, Maxwell's, Santa Fe

APRIL 2015 – MAY 2018

- Greeted customers promptly and with a friendly and engaging attitude.
- Assisted customers in building great wardrobes by providing helpful service and advice.
- Remained up-to-date on product features: colors, fabrics, fit, styles, care, etc.
- Handled check-out transactions and returns with accuracy and speed.
- Complied with company policies and procedures and worked to ensure a safe and happy environment.
- Initiated and assisted in store recovery as needed throughout the day.
- Performed miscellaneous duties as assigned.

Education

BRYAN GLOVER

Retail Associate

CONTACT

bryan.glover@email.com
(123) 456-7890
New York, NY
[LinkedIn](#)

EDUCATION

Diploma
JP Stevens High School
2011 - 2015
Edison, NJ

SKILLS

Critical Thinking
Organization
Customer Service
Accountability
Sales
Communication

WORK EXPERIENCE

Retail Associate

Karla's Boutique

2020 - current / New York, NY

- Collaborated with the owner to help understand which items customers looked for to help increase sales by 11% in 2020
- Engaged 40+ new weekly customers, assessed their needs, and answered questions to ensure a delightful shopping experience
- Oversaw the close-out process 5 days per week to ensure that cash in the register matched receipt totals
- Attended local fashion events as a representative of the boutique to increase brand awareness and drive more customers to the store and website

Sales Associate

Home Depot

2017 - 2020 / New York, NY

- Maintained a positive attitude and extensive knowledge of product offerings to direct customers to the merchandise they were seeking
- Exceeded customer purchase rate targets by 7% and average order size targets by 4% by addressing customer needs
- Managed a 2% return rate, 23% below targeted estimates, through a detailed understanding of product inventory and customer interests
- Recognized as sales associate of the year in 2018

Server

SuperFood Restaurant

2015 - 2017 / New York, NY

- Exceeded sales targets by 16% by up-selling appetizers and drinks based on specific tastes and interests of diners
- Ensured dietary restrictions of guests were adhered to and guided guests to menu items that met their dietary restrictions
- Maintained a customer-oriented environment and ensured prompt, exceptional service to deliver a memorable dining experience for 40+ weekly customers

Today's **Tight** Job Market



The **current unemployment rate** stands at 3.5%, indicating full employment. However, labor force growth is slowing..



Career paths are not linear anymore



AI is transforming the entire recruiting industry and automating some processes



Hidden talent pools. While unemployment is low, there are still millions of skills prospective employees that are looking to get fitting jobs.

Practical Tools for incorporating Skills Based Hiring

Top of the Funnel



Change the job description

focus on competencies and not skills



Ad campaign
highlight competencies



Skills - oriented
communication



Ask people to apply
without a resume



Blind recruiting tools

Competency-based **screening tools**

Middle of the Funnel



Competency-based
engagement technology



Recruitment process



Skill-based evaluation
process



Screening technology

Practical Tools for incorporating Skills Based Hiring

End of the Funnel



Drive candidates
commitment



Setting expectations



Communication with
hiring managers

Practical Tools for incorporating Skills Based Hiring

What is Behavioral Interviewing

- Past behavior/performance is more likely to predict future behavior/performance.
- Assesses a candidate's ability to meet the job requirements based on their previous experience.
- Using behavioral interviewing techniques, you want the candidate to tell a story that highlights their ability to perform essential job functions and be successful in the position.

Traditional vs Behavioral

Traditional interview questions are meant to gain general background information. For example, in a traditional interview, you might ask

- "What are some of your strengths?"
- "Why should we hire you?"
- "Tell me about yourself."

Behavioral interview questions encourage candidates to reflect on their experiences and give concrete examples of how they've handled past situations.

- "Tell me about a time when you made a mistake at work. What steps did you take to fix it?"
- "Describe a time when you had to learn something new. What was the learning process like for you?"
- "Share an example of how you handled a conflict at work"

Tips for Conducting Behavioral Interviews

- Be strategic
- Ask each candidate the same interview questions
- Ask follow up questions and press for specific details
- Look for patterns of behavior

Upskilling and Reskilling

Research reveals that upskilling is an answer for a looming workforce crisis:
Leaders and employees are concerned about skills gaps worsening in the future

Upskilling

- Acquiring new skills or enhancing existing skills to stay competitive in the job market.
- Upskilling is specifically focused on obtaining knowledge, expertise, or capabilities related to your current field or industry to advance your career or adapt to changes in the job market.
- You can initiate the process of upskilling yourself, or you might find that your organization encourages you to improve your skills, so you stay up-to-date and can add additional responsibility to your role.

Reskilling

- Learning new skills outside of the worker's existing skillset.
- These skills are often closely adjacent to their current function but may sometimes be geared toward a different path entirely.
- Often due to advances in technology and a worker's previous tasks becoming irrelevant.

Forklift Certification Program by Supreme Staffing



Creating a **Culture of Learning**

Make learning a top priority from day one

Lead by example

Set aside time for learning

Motivate by setting a goal

Experiment with learning methods

Reward learning

Give and receive feedback

Use active learners as champions

Incorporate learning into coaching

THANK YOU!

Maya Huber, CoFounder/CEO
TaTiO

maya@tatio.io
Tatio.io
914.215.5261

Sheri Tischer, Vice President
Scale Funding

Sheri.Tischer@scale.bank
Getscalefunding.com
651.621.4853

Marnie Byford, COO,
Supreme Staffing

mbyford@sstaffing.com
supremestaffing.agency
901.661.0094



A DIVISION OF SCALE BANK

