

Why The Great Resignation is

**The Great
Opportunity**

How to find (and keep) an amazing team of DSPs

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Without stressing about staff leaving amid the The Great Resignation, without being able to magically raise pay, without blowing the recruiting budget on Indeed, and without installing locks on the doors to “keep” staff ;-)

1. Find 'em

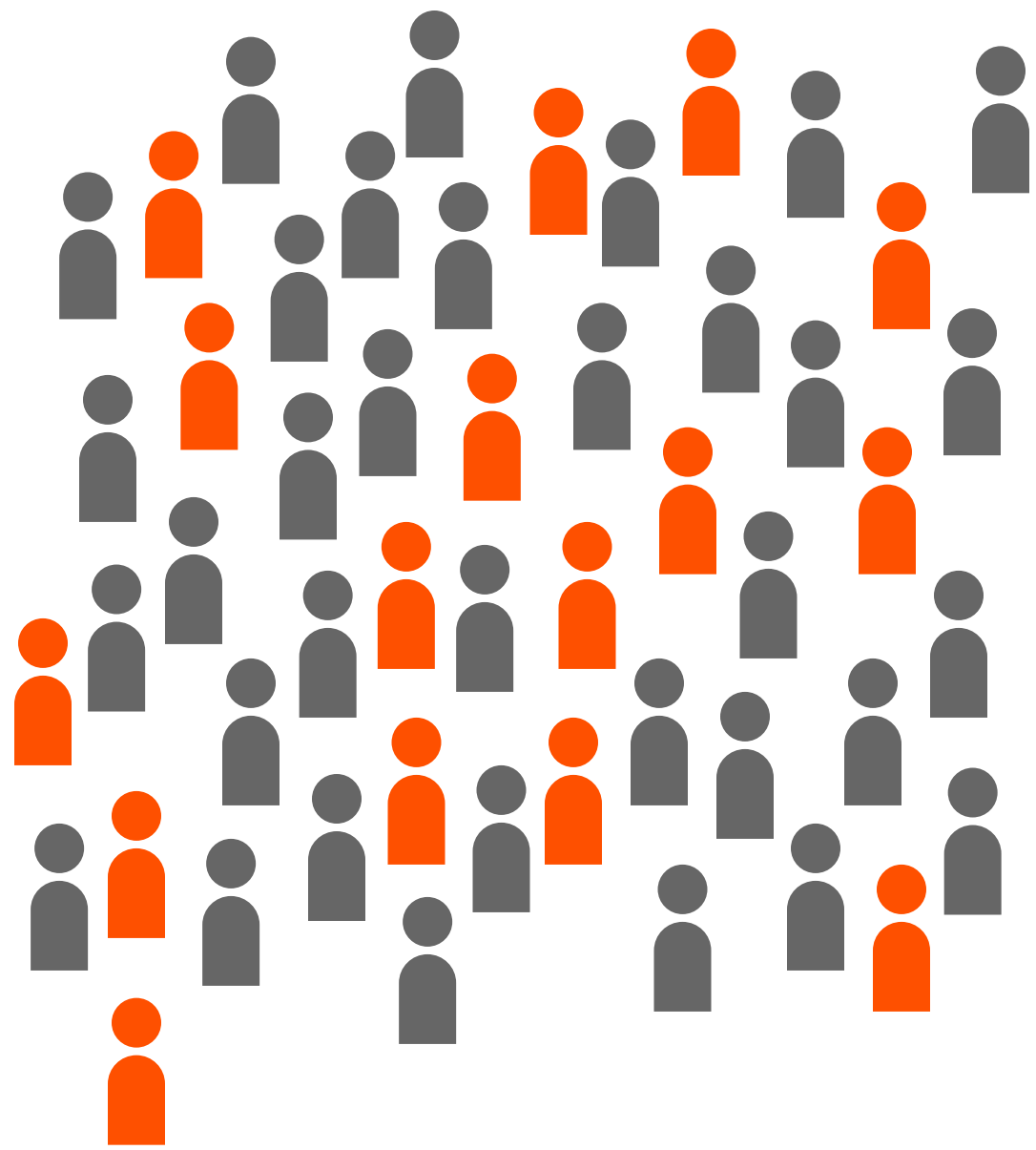
1. Find 'em

2. Get 'em

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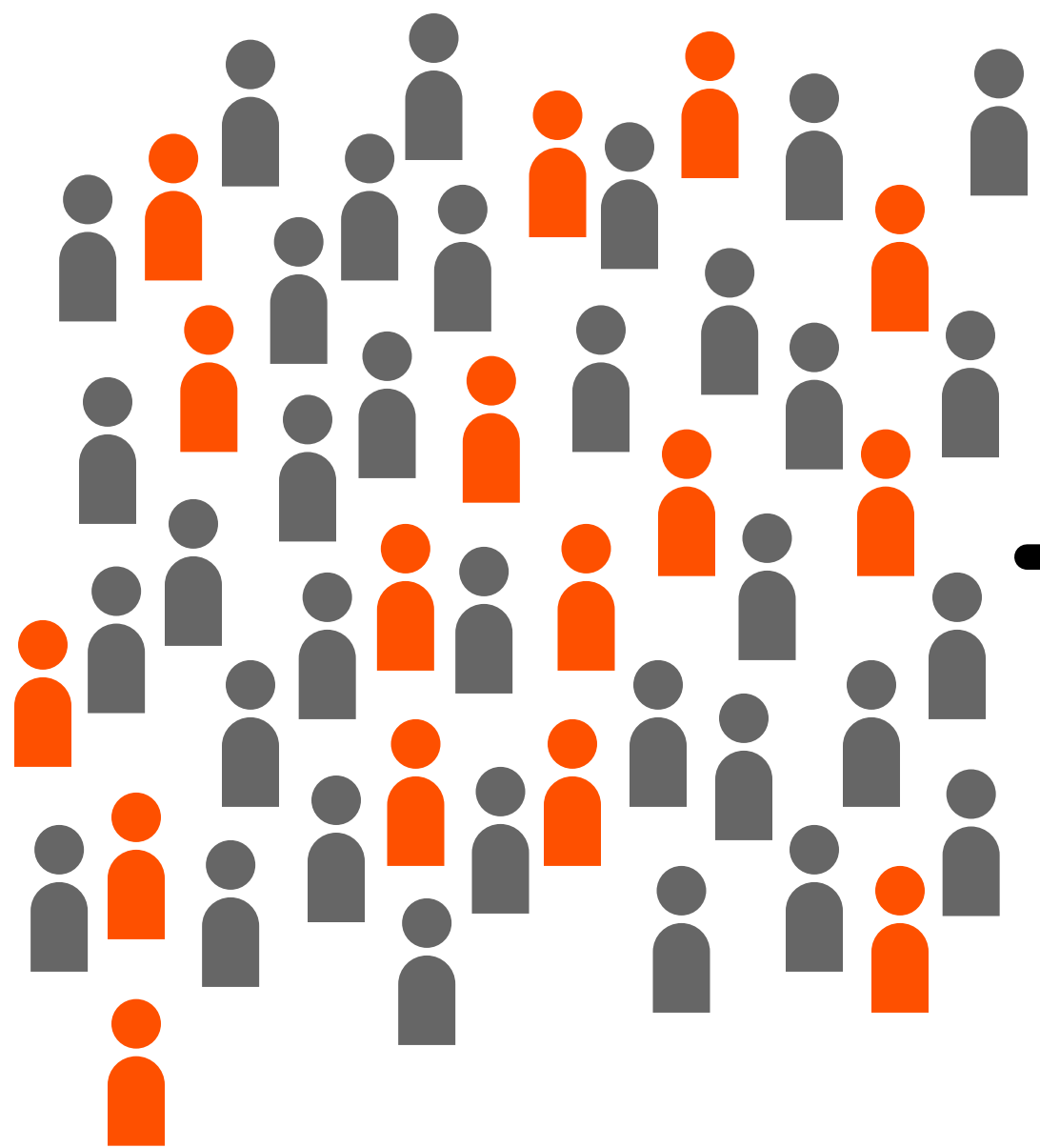
3. Keep 'em



1. Find 'em

2. Get 'em

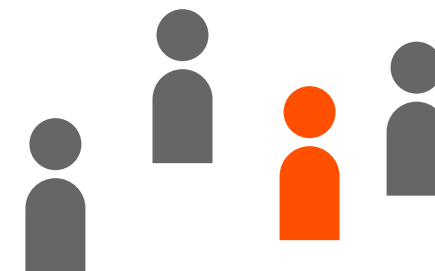
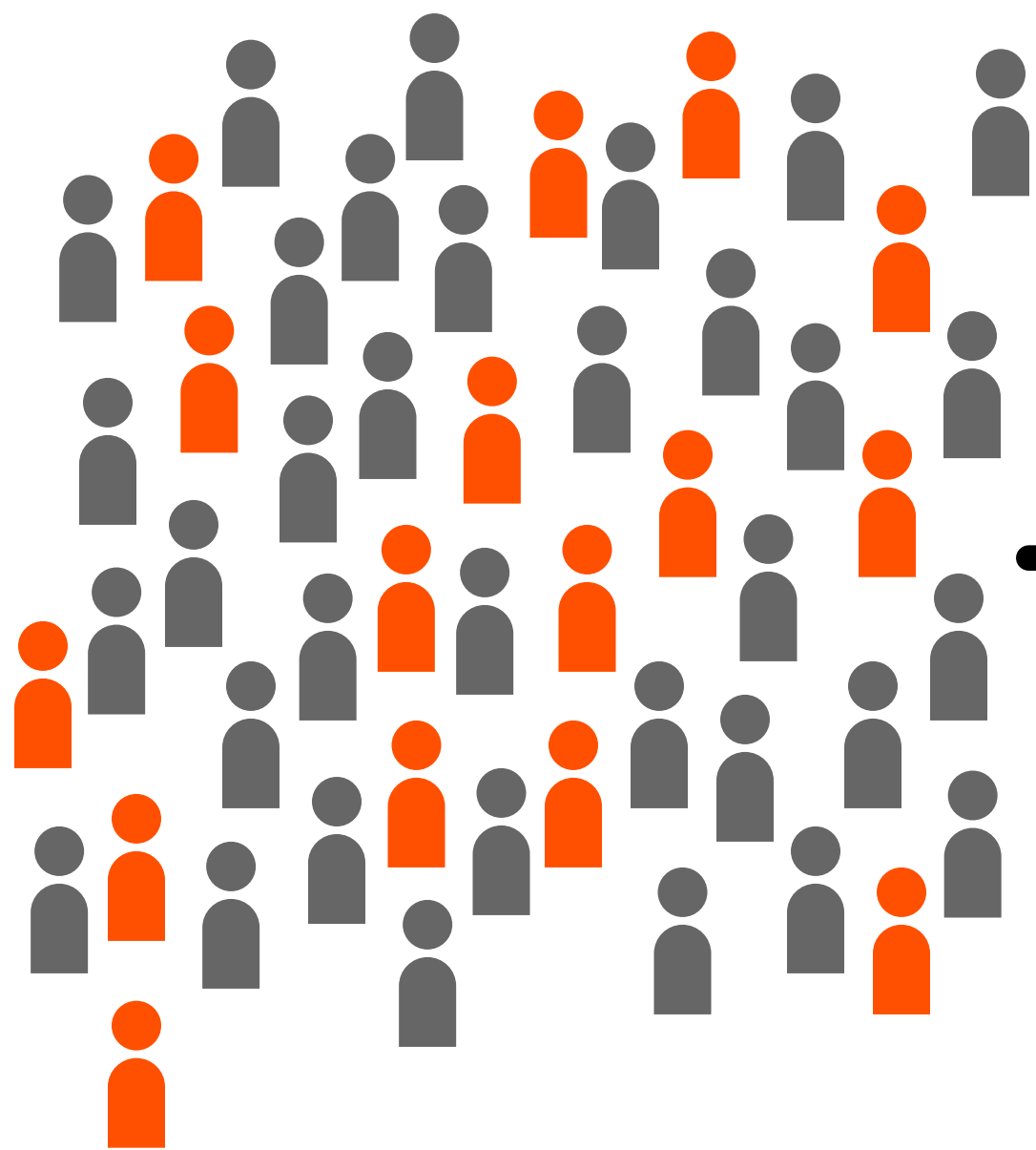
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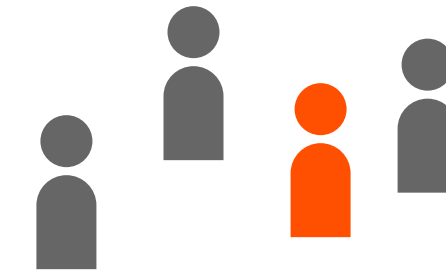
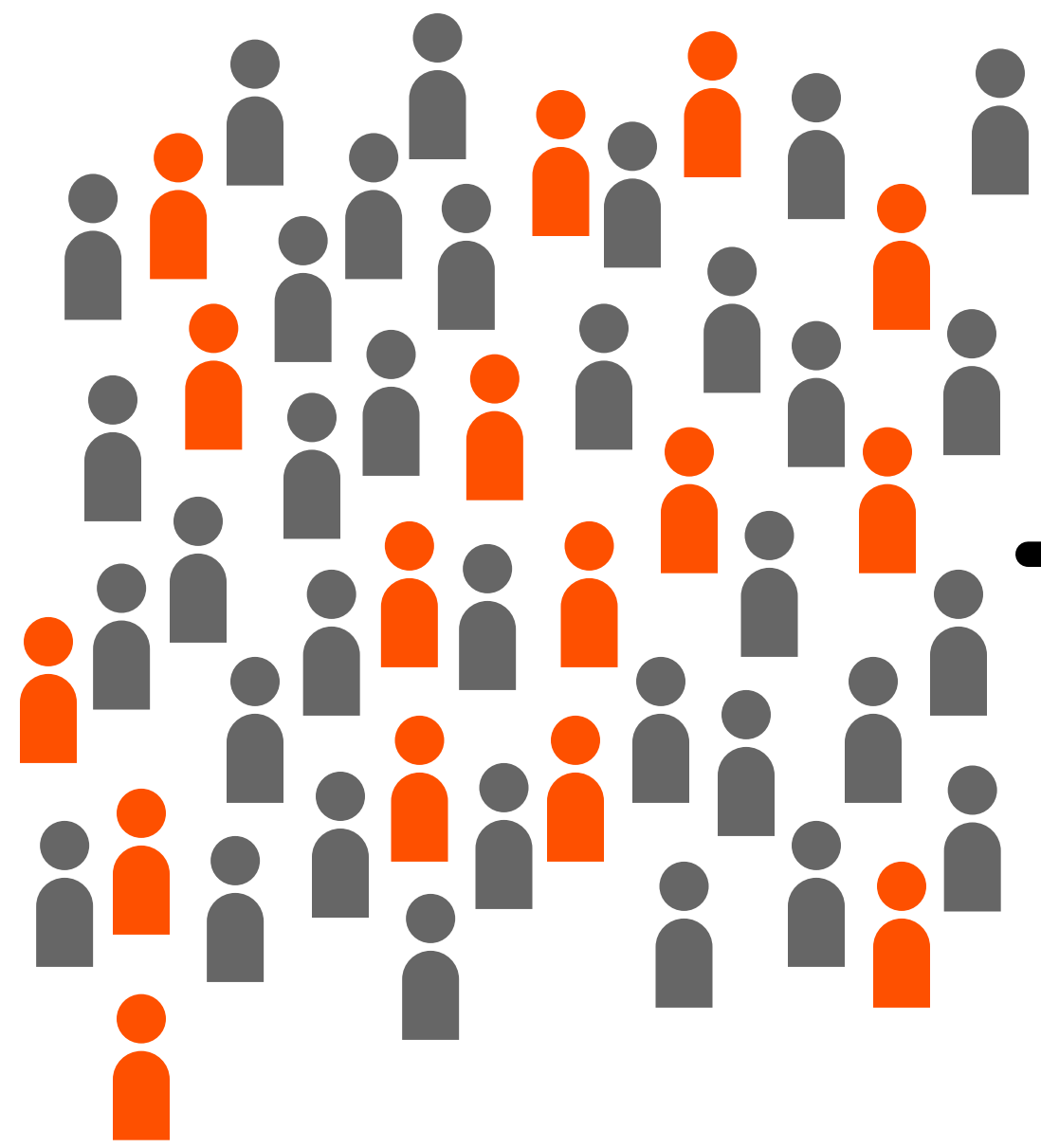
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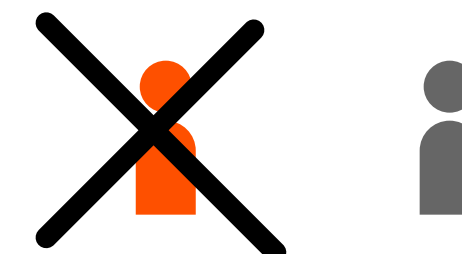
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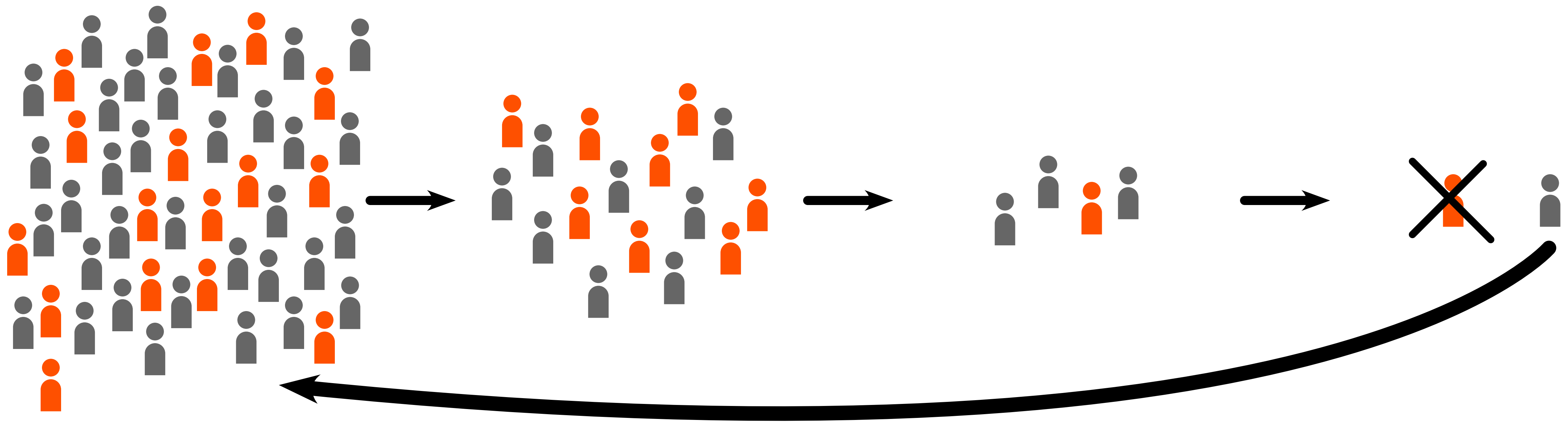
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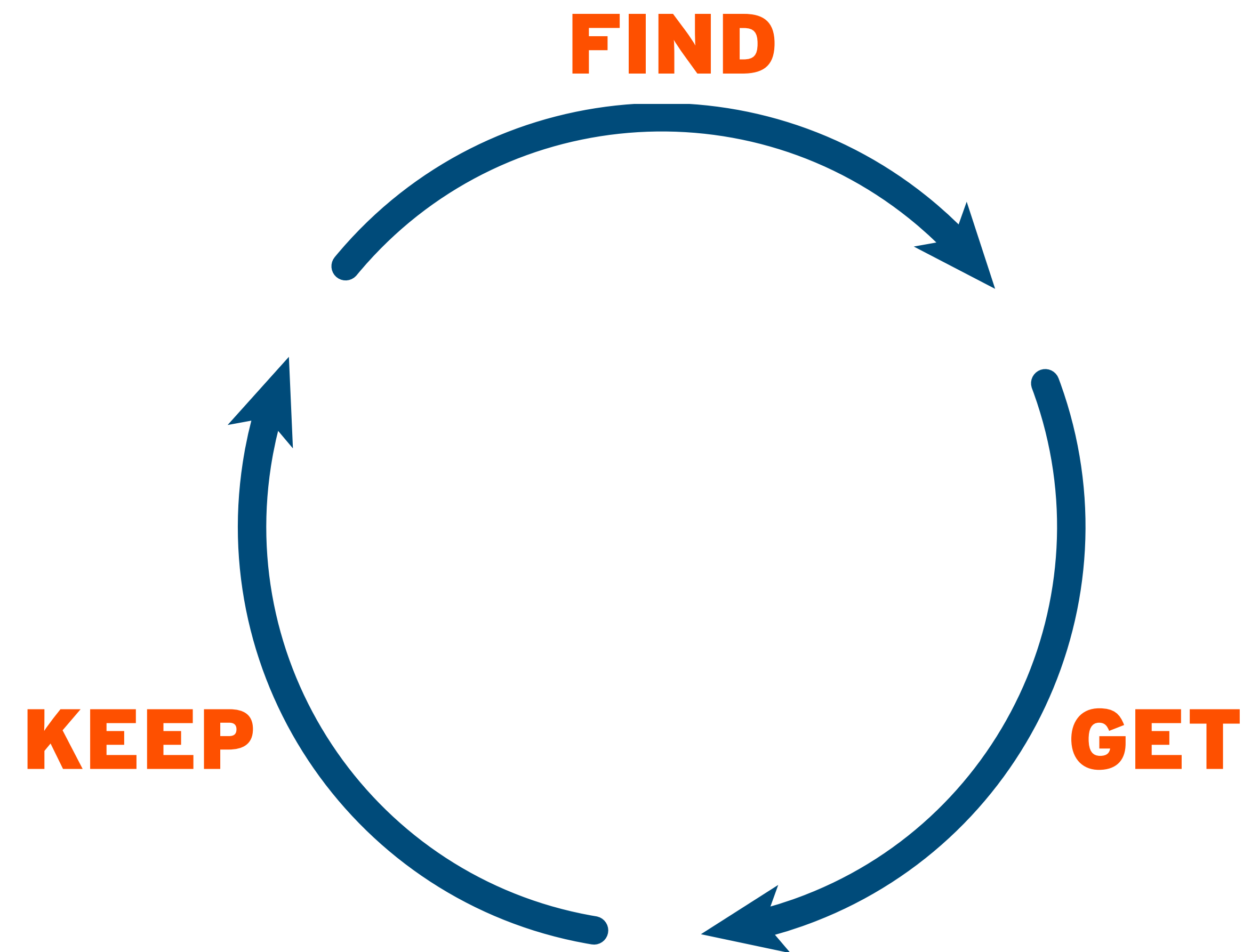
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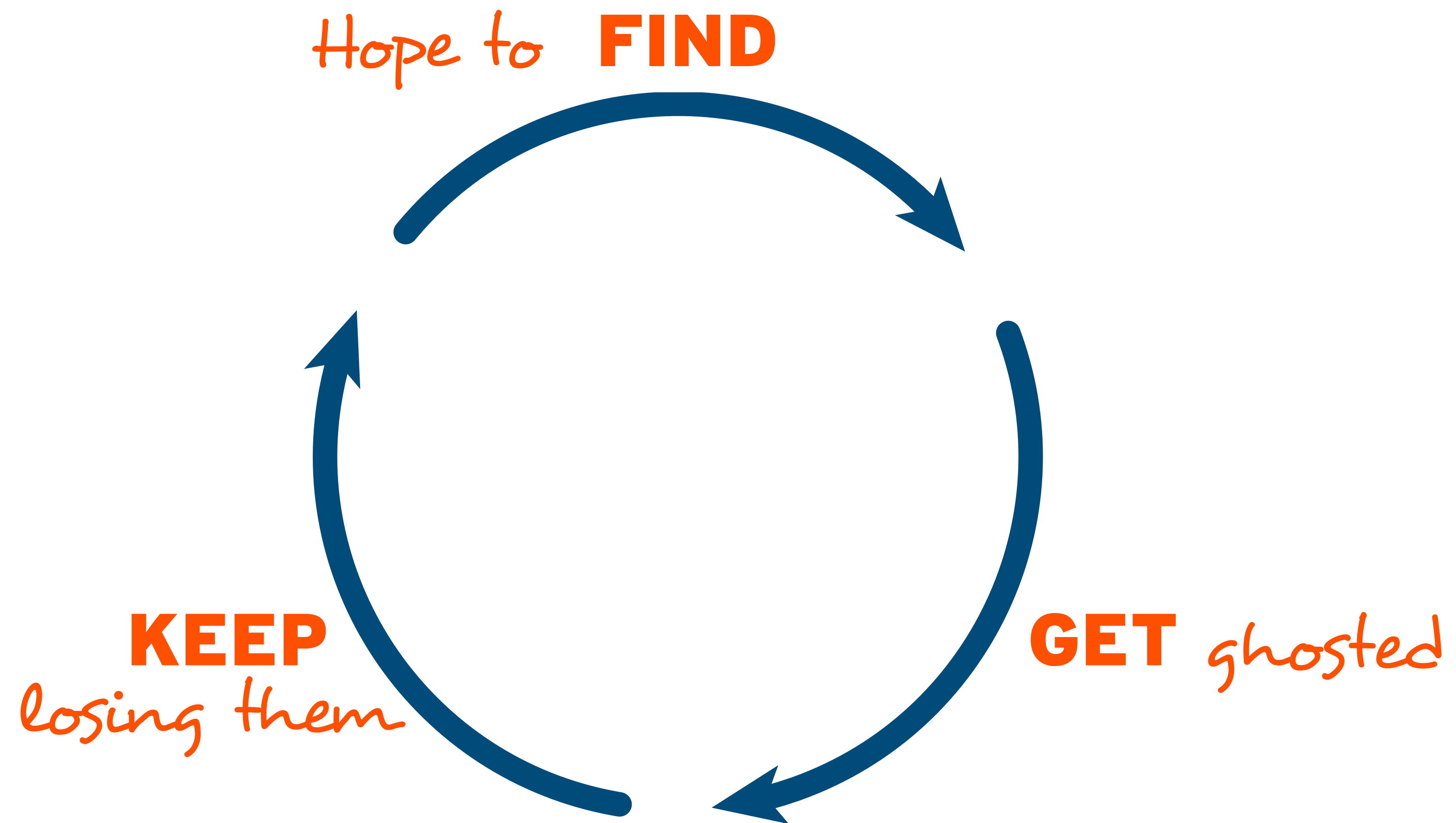


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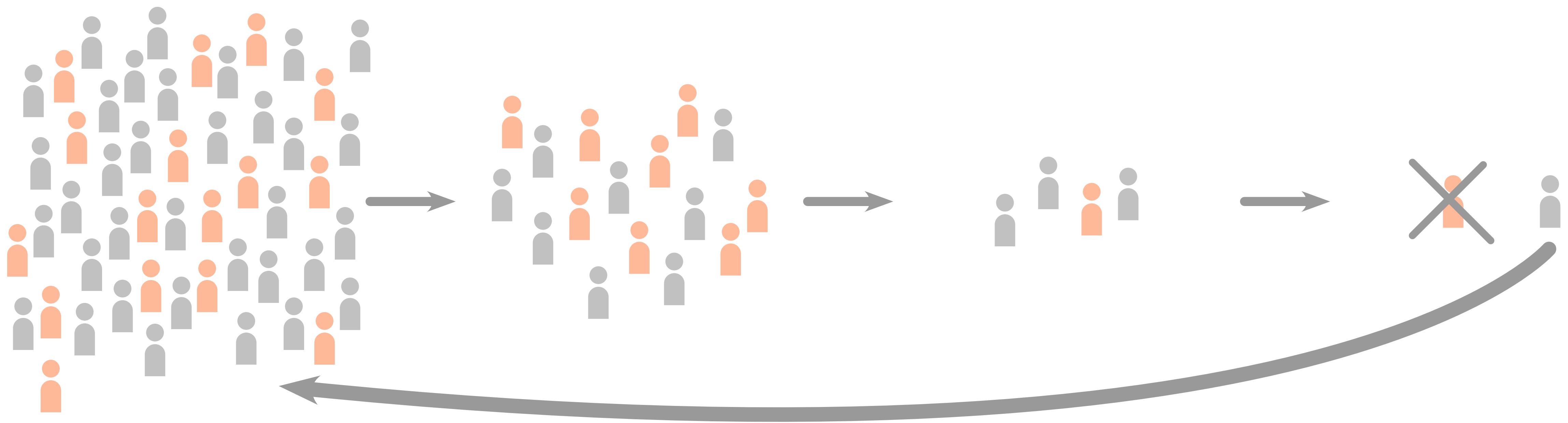
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DSP Magnet[®]

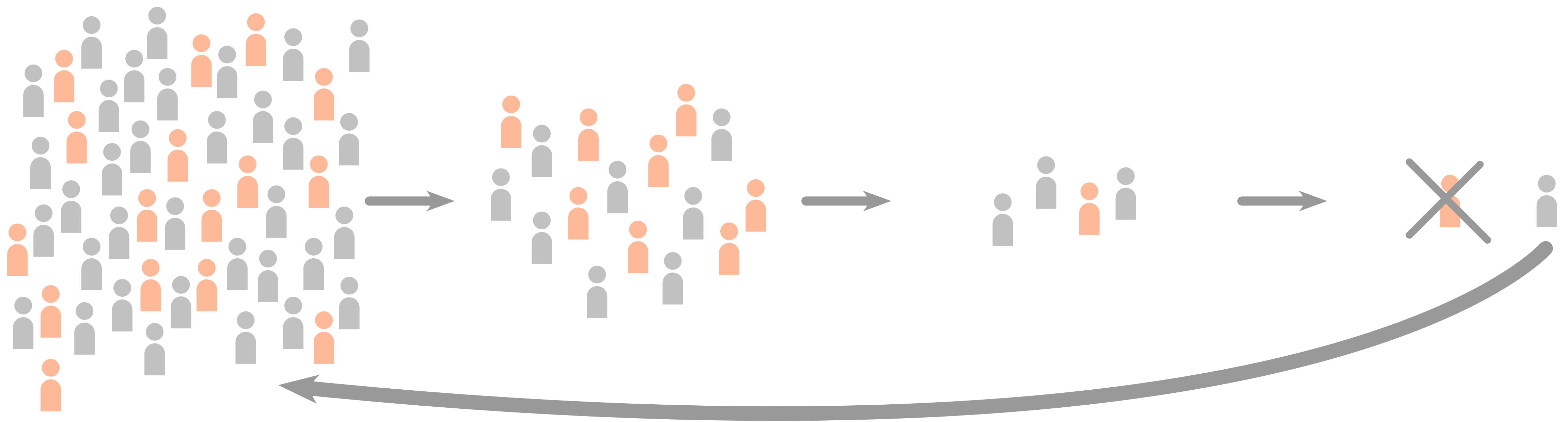


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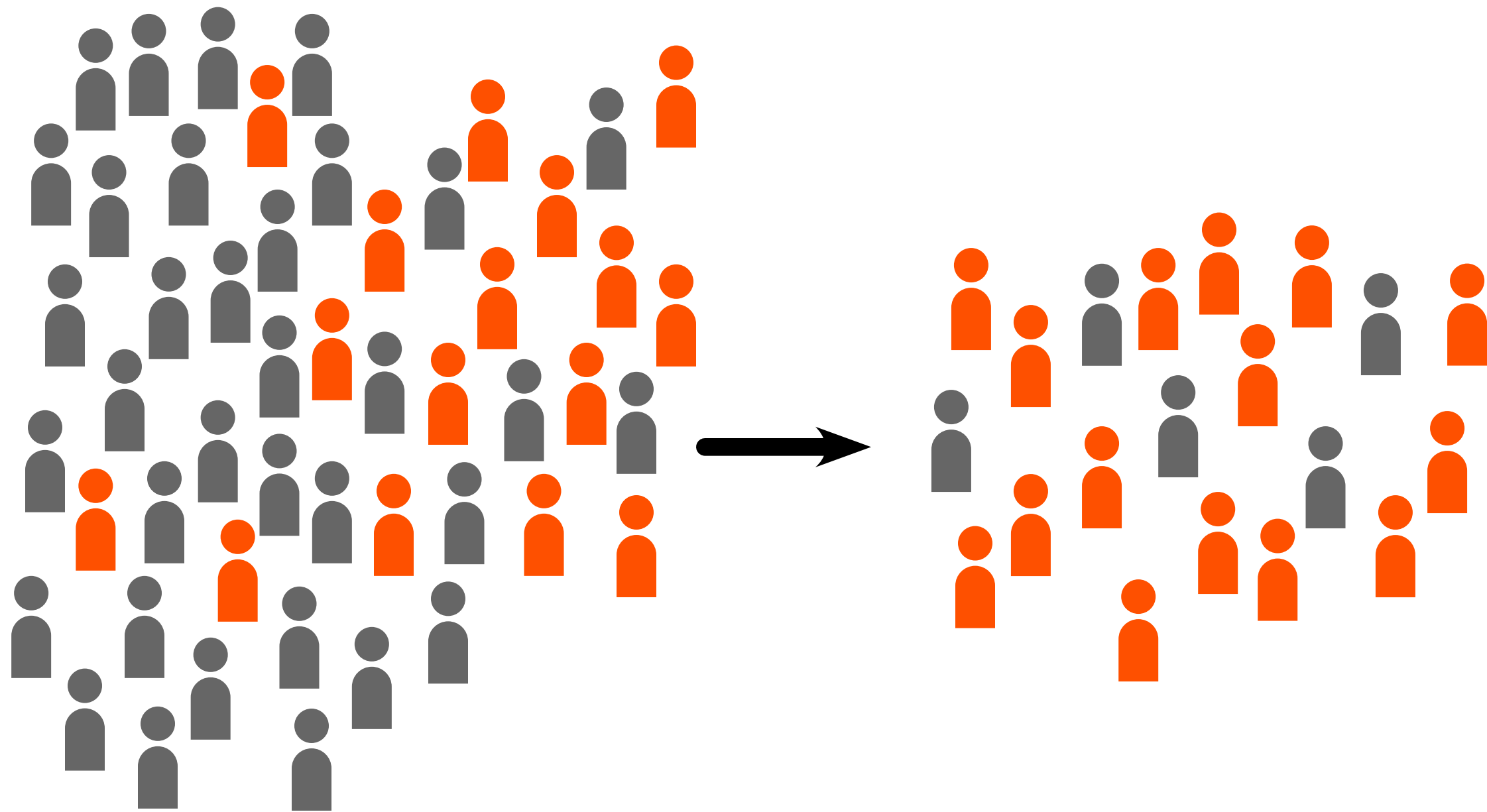


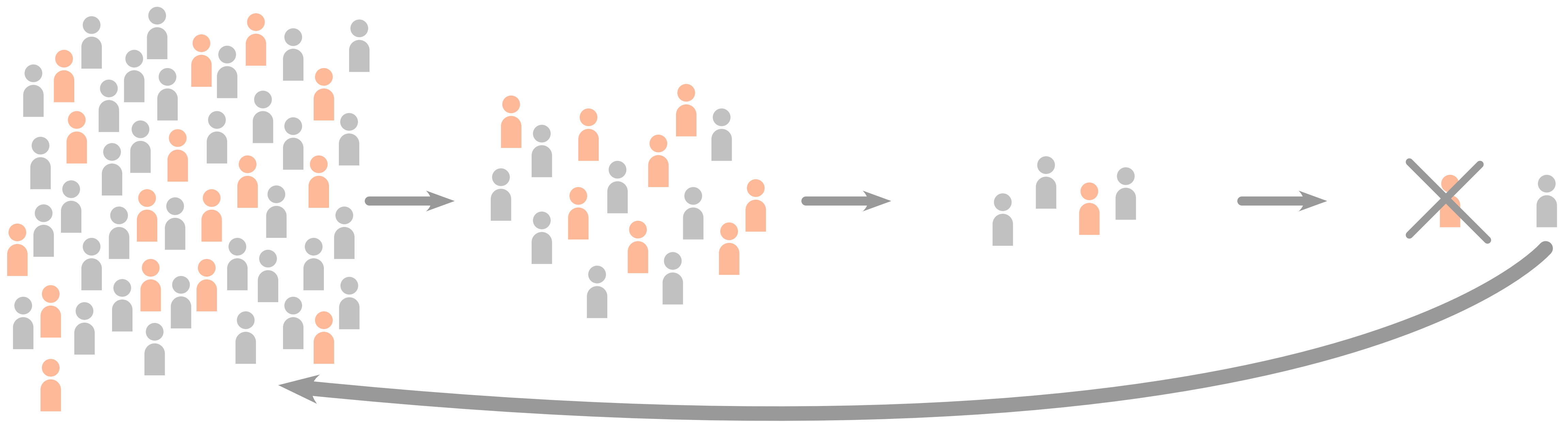


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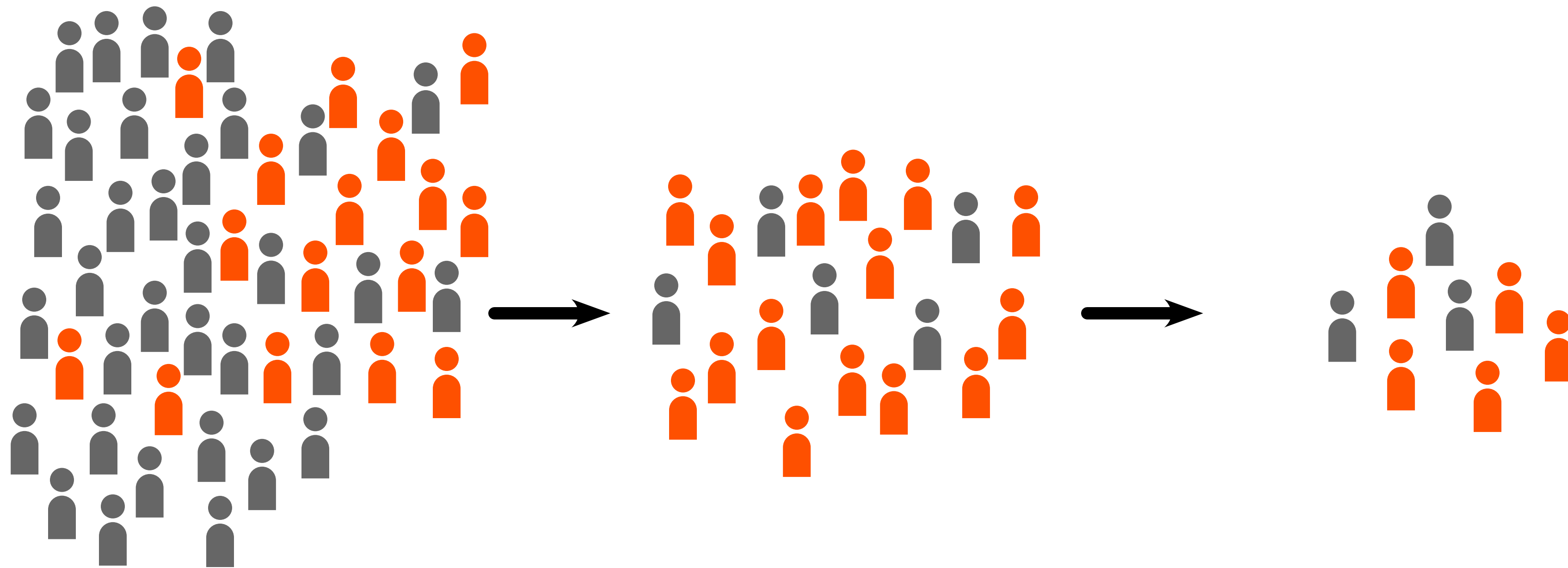


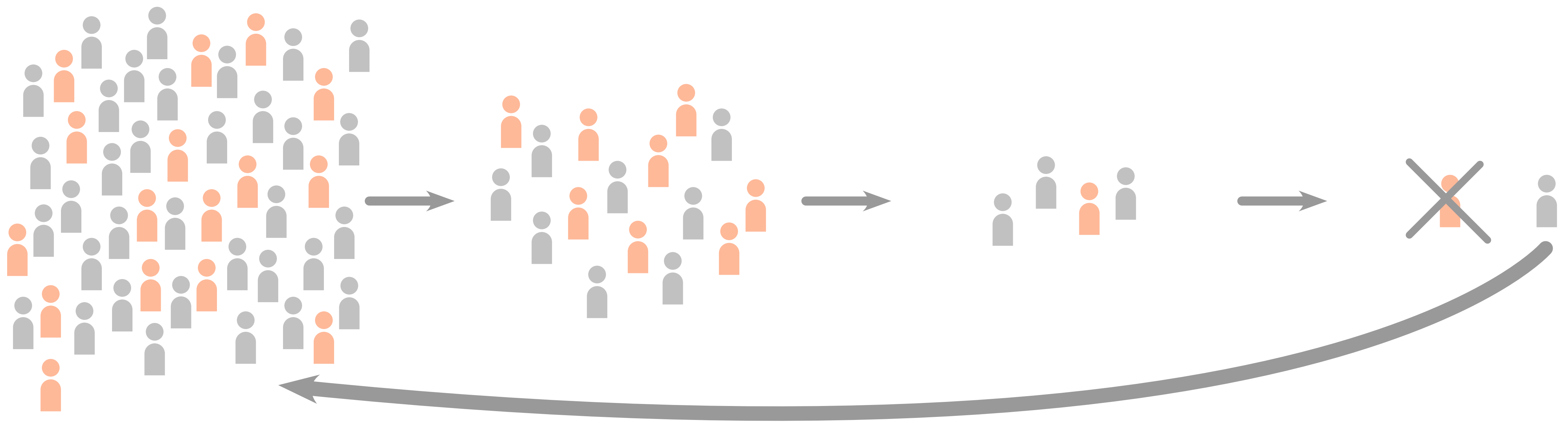


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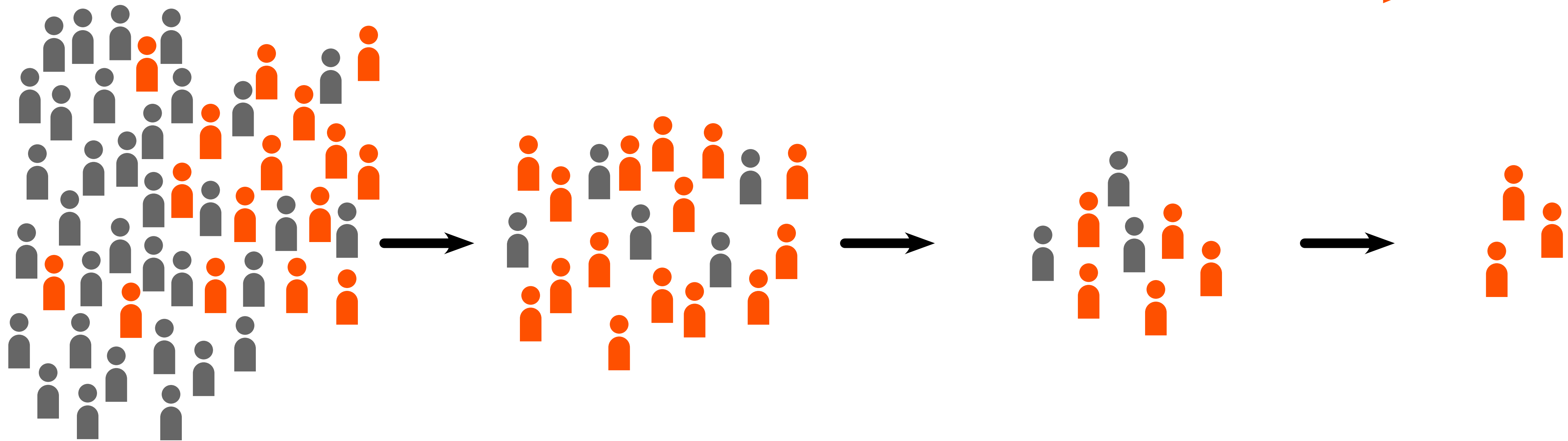


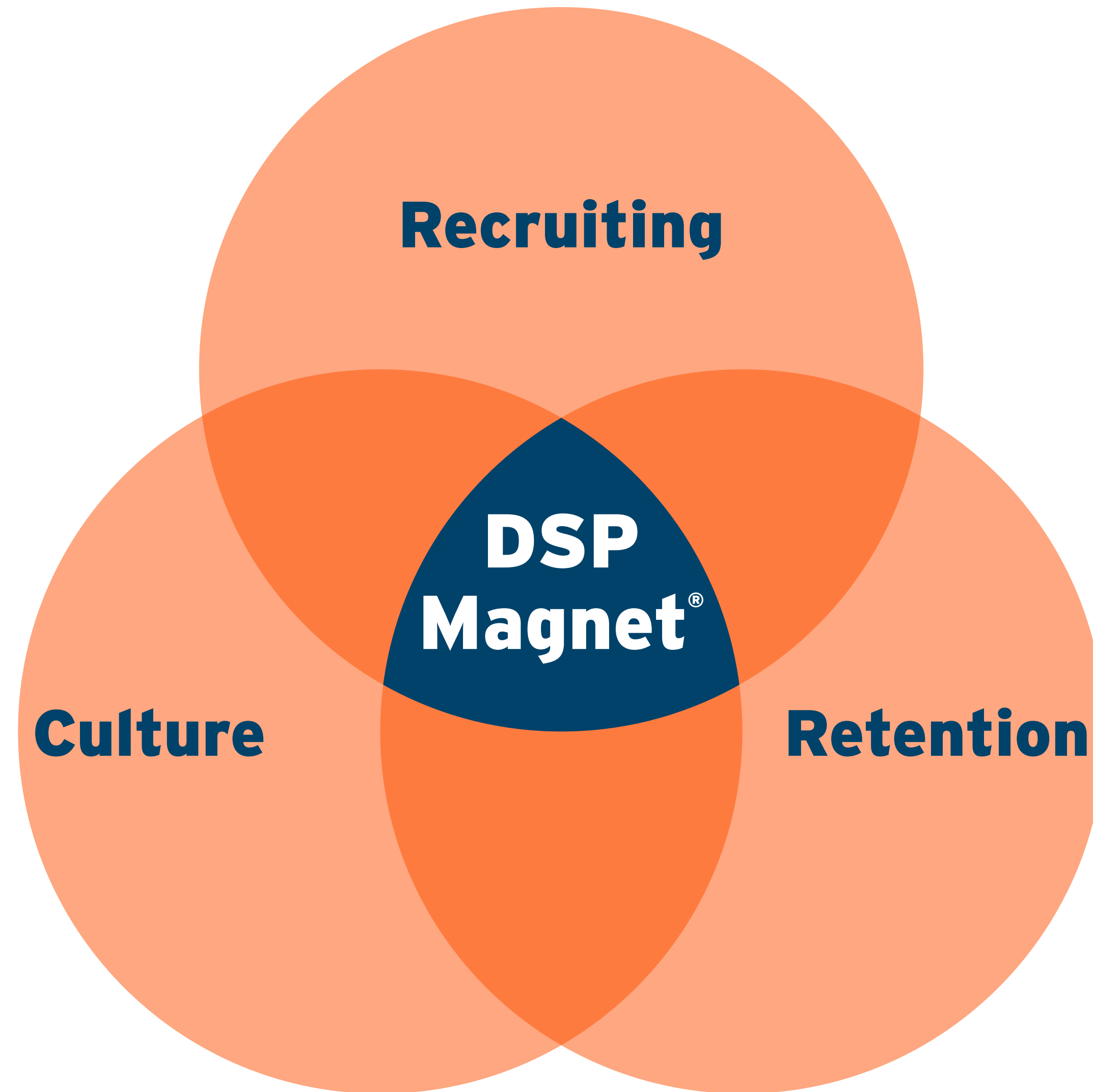


1. Find 'em

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“Yeah, but...”



**"We're competing with McDonald's.
The pay is similar and you HAVE to
be responsible for someone's life."**



McDonald's Mindset

**Your superpower is
the antidote to the
McDonald's Mindset...**



Person-Centered Perspective

McDonald's Mindset —————> DSP Hamster Wheel

Person-Centered Perspective —————> DSP Magnet



13 new people in onboarding!

“ In the five years that I’ve been CEO, we’ve never had this many new staff at once. We have 13 new people in onboarding now!”

-Kelly Thran, President/CEO
Community Services, Inc.

“Yeah, but...”

A red-tinted photograph of a McDonald's restaurant. The building features the 'McDonald's' sign and the golden arches logo. An American flag flies on a pole to the left. A dark SUV is parked in the foreground on the left. The text 'The Great Resignation' is overlaid in large, white, sans-serif font across the center of the image.

The Great Resignation

45%
DSP turnover

Leaked Amazon memo warns the company is running out of people to hire

Unions might not be the tech giant's biggest labor threat.

By Jason Del Rey | @DelRey | Jun 17, 2022, 7:00am EDT



Warehouse worker Billie Her wraps plastic around a pallet of boxes at Amazon's fulfillment center in Thornton, Colorado, in March 2019. | Helen H. Richardson/MediaNews Group/The Denver Post via Getty Images

f t SHARE

Amazon is facing a looming crisis: It could run out of people to hire in its US warehouses by 2024, according to leaked Amazon internal research from mid-2021 that Recode reviewed. If that happens, the online retailer's service quality and growth plans could be at risk, and its e-commerce dominance along with it.

HOME > TECH

Amazon burns through workers so quickly that executives are worried they'll run out of people to employ, according to a new report

Ben Gilbert Jun 15, 2021, 9:33 AM



Inside an Amazon warehouse. Helen H. Richardson/MediaNews Group/The Denver Post via Getty Images

■ **Amazon burns through hourly employees, [a major New York Times investigation](#) found.**

■ **Employee churn is so high that some Amazon execs are reportedly worried about running out of people.**

■ **The company has heaped a hiring spree to keep up with**

This company culture was a feature, not a bug...

– **Yahoo! News**

*Staff turnover at Amazon warehouses is staggeringly high,
according to NYT investigation,*

The Great ~~Resignation~~ Opportunity

To create opportunity...

Change

To create opportunity...

Change

1. Perspective

**Applicants & new
staff have 100% of
the power.**

**People want something
that feels different.**



“ We are seeing people jump to higher paying jobs, but then come back within a month or two (or even a few days) asking to have their jobs back.”

-Bryan Jones, COO
Total Homecare Solutions

To create opportunity...

Change

1. Perspective
2. Approach

Scott de Fasselle
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937-985-1510

DSP Magnet

1. Create a system where other people recruit DSPs for you

DSP Magnet

1. Create a system where other people recruit DSPs for you
2. Use a proven approach to keep DSPs and staff long-term

“Yeah, but...”



But, what about the pay!?



McDonald's

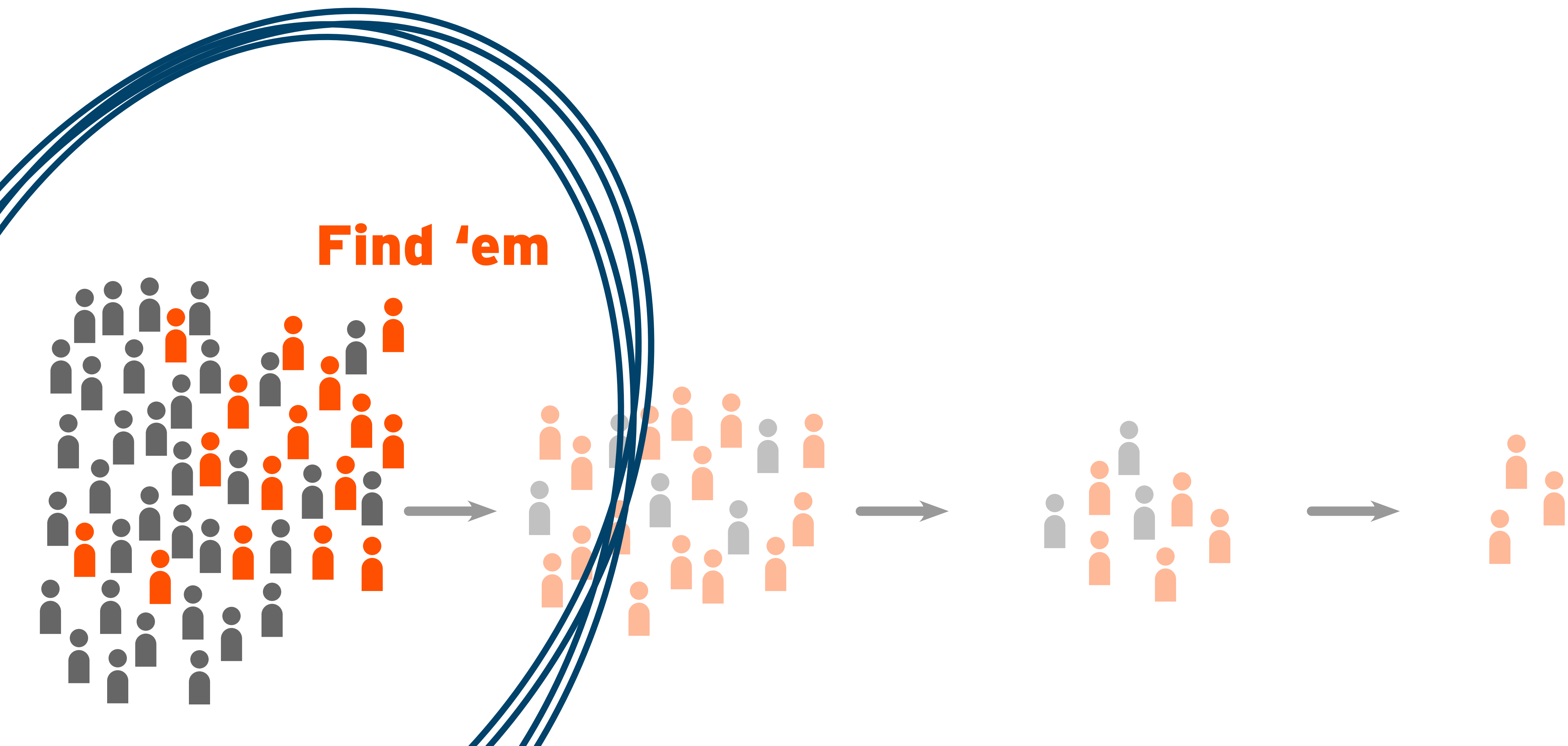
But we don't have the resources...

A red-tinted photograph of a McDonald's restaurant. The building features the 'McDonald's' sign on the roof and the golden arches logo on the right side. A sign in the window says 'OPEN 24 HOURS'. A dark SUV is parked in the foreground on the left. The text 'But my team/boss won't buy-in to this idea...' is overlaid in white, bold, sans-serif font across the center of the image.

**But my team/boss won't buy-in to
this idea...**



But we've tried that...



1. Create a system where other people recruit DSPs for you...

1. Create a system where other people recruit DSPs for you...

Without feeding money into the Indeed slot machine,
without throwing spaghetti at a wall to see what sticks, and
without having an endless supply of time, money, and staff.



1. DSP Talent Pipeline™

ZipRecruiter
Click Thru Rate
Google Ad Grants
Streaming ads
Paycor
Who's your avatar?
WordPress
Trello
BambooHR
TV ads
Elevator Pitch
Billboards
YouTube
Twitter
Marketing funnel
Search Engine Optimization
Email marketing
LinkedIn
Geofencing
Marketing automation
InfusionSoft
Impressions
ADP
Branding
Website
Conversion Rate
Indeed
Job fairs
Press releases
Landing pages
Banner ads
Content Management System
Facebook
Glassdoor
Radio
Pay Per Click
Daily Budget
Keyword optimization
TikTok
MailChimp
Website
Conversion Rate
Indeed
Banner ads
Content Management System
Instagram
What's your brand story?
Craigslist
Newspaper
Asana
Kronos
CRM



DSP Talent Pipeline

1. Get clear on who you want to recruit



DSP Talent Pipeline

1. Get clear on who
2. What's their motivation

“Yeah, but...”

A red-tinted photograph of a McDonald's restaurant. The building has a curved roof with the word "McDonald's" in large, 3D letters. A large, stylized "M" logo is on the right side of the building. In the foreground, a dark SUV is parked in a parking lot. A sign in the window says "OPEN 24 HOURS". The text "But I need MORE people!" is overlaid in white, bold, sans-serif font across the center of the image.

McDonald's

But I need MORE people!

Alexis

Motivation

- Cousin has a disability
- Likes helping others
- Wants experience

Career goal

- Wants to become a nurse





Jen

Motivation

- Helps people that need a little extra help
- Wants fulfilling work

Career goal

- Find a job she's happy at

Kenneth

Motivation

- Wants to leave a legacy
- Does NOT want to slow down—he's a caregiver

Career goal

- Help as long as he can



“Yeah, but...”



But, what about the pay!?



DSP Talent Pipeline

1. Get clear on who
2. What's their motivation
3. Where can you find them
in the community?



DSP Talent Pipeline

1. Get clear on who
2. What's their motivation
3. Where can you find them
in the community?
- 4. Contact those groups**

“Yeah, but...”



McDonald's

But we don't have the resources...

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**But my team/boss won't buy-in to
this idea...**



But we've tried that...



But I don't want to sell...



But I'm "just" a DSP or a supervisor...



DSP Talent Pipeline

1. Get clear on who
2. What's their motivation
3. Where can you find them
in the community?
4. Contact those groups
5. Consistent & persistent

More applicants than I can place!

“ I am getting ready to utter words I never thought I would say...

I have more applicants than I know what to do with!”

-Brandi Body
Licking County Board of DD

March 4, 2020
AND September 21, 2021



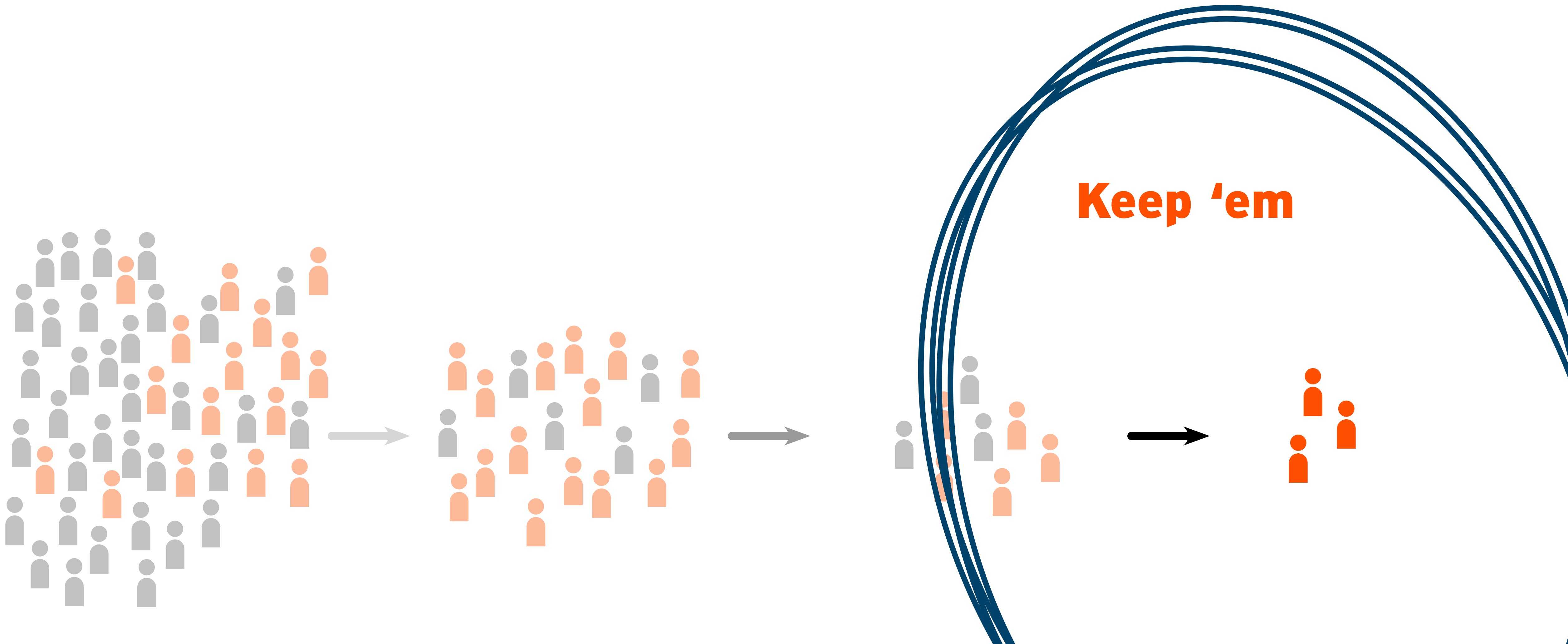


DSP Talent Pipeline

1. Get clear on who
2. What's their motivation
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in the community?
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5. Consistent & persistent

1. You'll have a system where other people recruit DSPs for you...

Without feeding money into the Indeed slot machine,
without throwing spaghetti at a wall to see what sticks, and
without having an endless supply of time, money, and staff.



2. Use a proven approach to keep DSPs and staff long-term

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Without being able to magically raise pay, without adding a bunch of resources, and without the stress and anxiety of feeling staff will leave for the “competition.”



2. DSP ISP



DSP ISP

1. Strengths, goals, challenges, important to/for them...

“Yeah, but...”



But I don't have the resources!



**But those are BIG challenges,
we can't possibly fix those...**



DSP ISP

1. ISP framework
2. Start simple. Focus on one challenge.

“Yeah, but...”

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**But my team/boss won't buy-in
to this idea...**

A photograph of a McDonald's restaurant with a red tint. The building features the 'McDonald's' sign on the roof and the golden arches logo on the right side. An American flag is visible on the left. A black SUV is parked in the foreground on the left. A sign in the window says 'OPEN 24 HOURS'. The text 'But I'm "just" a DSP or a supervisor...' is overlaid in white.

But I'm “just” a DSP or a supervisor...

**Let's focus on
one challenge...
scheduling.**

Scheduling the DSP ISP way

- Thanksgiving & “Black Friday”
- Christmas Eve & Christmas
- New Year's Eve & New Year's Day

Scheduling the DSP ISP way

Staff rate all shifts for each day

1. Would like to work
2. Don't mind working
3. Will work if needed
4. Prefer not to work

Rate each from 1-4

Thursday, Nov. 24th

8 am - 1 pm _____

1 pm - 6 pm _____

6 pm - 10 pm _____

10 pm - 8 am _____

Friday, Nov. 25th

8 am - 1 pm _____

1 pm - 6 pm _____

6 pm - 10 pm _____

10 pm - 8 am _____



DSP ISP

1. ISP framework
2. Focus on one challenge.
3. Create supports so staff can succeed

“Yeah, but...”



**But what if someone abuses
the system?**



DSP ISP

1. ISP framework
2. Focus on one challenge.
3. Create supports so staff can succeed
4. Gives you an advantage over every employer

Can't imagine any other way...

“ I was told, ‘Why are you spending so much time doing that?’ and ‘That will never work!’

Now we can't imagine scheduling any other way.
Everyone gets to be with their families AND the people we support when they want!”

-Susan Henderson
Associate Executive Director
Hope House Foundation





DSP ISP

1. ISP framework
2. Focus on one challenge.
3. Create supports so staff can succeed
4. Gives you an advantage over every employer

2. You'll have a proven approach to keep DSPs and staff long-term

Without being able to magically raise pay, without adding a bunch of resources, and without the stress and anxiety of feeling staff will leave for the “competition.”

**Here's why you
can do this**

You are skilled at...

- Person-centered

You are skilled at...

- Person-centered
- Facing adversity

You are skilled at...

- Person-centered
- Facing adversity
- Creating supports

How to find (and keep) an amazing team of DSPs

Without stressing about staff leaving amid the The Great Resignation, without being able to magically raise pay, without blowing the recruiting budget on Indeed, and without installing locks on the doors to “keep” staff ;-)

DSP Magnet

1. DSP Talent Pipeline

Reach out and build relationships with groups that know the people you're looking for

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Reach out and build relationships with groups that know the people you're looking for.

2. DSP ISP

Support for your staff to help them face their challenges, so they succeed (and stay) long-term.

Craig & Scott de Fasselle

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