



Empowered Path Inc.



Is your Story Attracting the Best of the Best?

Experiencing difficulty attracting a workforce that reflects your organizational culture? If so, you're not alone! Many employers are finding it increasingly difficult to wade through job applicants - even when using technology to assist with the process.

Job seekers look at information from many sources during their search. The stories you share help them decide whether or not to apply. Showcasing your success stories helps to attract the widest range of candidates who meet your essential requirements.

Learn tips and techniques that can help your organization create engaging stories that reflect your workplace culture and help you attract the candidates you'd like to hire.

Learning Objectives:

1. Learn why you, and other leaders in your organization, should share success stories.
2. Learn how to use success stories to attract the candidates you're looking for.
3. Learn how to highlight that your organization values transferable skills, work and volunteer experience, as equivalent to formal education.
4. Learn the importance of using the right terminology in your stories.
5. Learn practical tips and techniques you can use to craft stories that reflect your organization's culture.

Helping people, communities and businesses thrive

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