



# Interactive HR Webinar: Adjusting your Culture & Talent Brand

CSS HR WEBINAR SERIES | WEBINAR #4  
CONTEMPORARYSTAFFING.COM

PRESENTED BY CARA WARD  
SR ACCOUNT EXECUTIVE



## Which of the following is top of mind for you?

- A. Presenting your culture virtually*
- B. Driving your culture in a segmented return to work environment*
- C. Boosting employee engagement*
- D. Adapting your talent brand to grow the employee experience and generating better referrals*

# PAM SEFLOW

*Founder & Talent Strategist*  
*PS SQUARED Advisors*



# EVAN VIOLETTE

*Managing Director*  
*Contemporary Staffing (CSS)*



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# Presenting your culture virtually



**What are your thoughts towards your organizations adjusted plan to improve company-wide employee engagement so that it accommodates both in-office and remote team members?**

*A. We currently have great employee engagement!*

*B. We really don't have one, but need one*

*C. We are currently working on improving employee engagement*

*D. We need better ideas to improve our employee engagement*

THOUGHTS FROM THE FIELD





# Boosting Employee Engagement







Driving your  
culture in a  
segmented  
return to work  
environment



# By the end of 2020, do you expect to have your office workforce be:

- A. Fully Remote*
- B. A mix of remote and in office*
- C. Fully back into the office*
- D. We will leave it entirely up to our employees*

# What challenges are you facing as an HR professional when it comes to recruiting and talent brand?

*A. Overflow in resumes*

*B. Under-qualified or overqualified candidates*

*C. Offer being rejected by candidate; due to the uncertain times*

*D. My company has stopped hiring for the time being*





# Adapting your talent brand



# Free 30 minute consultation with Pam Seplow

*Three attendees will be selected  
for a 30 minute consultation at  
random*

*267.984.7372*

*pam@pssquaredadvisors.com*



THANK YOU!

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# WHO IS CSS?

Salesforce Managed Services  
Staffing Search

3,729+  
employees

4.6 ★★★★★ on glassdoor

48 states

600+ job postings

1994 founded in  
by Donna Pearson

9.2 net promoter

217 salesforce projects

95% returning customers

THOUSANDS  
OF REVIEWS

5 focus  
niches

Accounting &  
Finance, Call Center  
& Office, HR, Sales &  
Marketing, IT

88,923 FAMILIES IMPACTED  
NATIONWIDE



WITH 5,700

ACTIVE  
VETTED  
CANDIDATES

2019 & TOP workplaces by  
2020 Philadelphia Inquirer

AVERAGE 2,205  
interviews per week



ContemporaryStaffing.com  
CSSTecServices.com  
CSS-TEC.com  
CSSProSearch.com

487  
ACTIVE  
CLIENTS



INDUSTRIES

insurance, mortgage, transportation, healthcare,  
legal, finance, banking, telecom, technology, 3rd  
party call center, automotive, retail, universities,  
personal care & more!