

# Community Recruitment Solutions

*Tim Hortons*



# Community Recruitment Solutions

## *Know Your Community*

### Recruitment Business Plan

- Demographic Analysis
- Major employers
- Non traditional and traditional competitors
- Public Transportation
- Schools
- Social activities
- Marketing
- Community Involvement

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# Community Recruitment Solutions

## *What Can You Offer?*

Traditional Benefits

Flexible Schedules

“Imagine a job that fits your life” Program

Incentive Bonus Programs

Retention Bonus

Profit Sharing

Referral Bonus

Gift Certificates

Attendance Bonus

Training

Internal Training Courses

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# Community Recruitment Solutions

## *What Can You Offer?*

### Scholarships

Tim Hortons Scholarship Program

Employment opportunities

ESL Training

Integration support

Friendship

Work/Life Balance

Flexible schedules that support family and schooling

Community support

Support of Family Immigration

Advancement opportunities

Social interaction

Retirement fund supplement

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## *Who Can You Offer It To?*

- Youth
- Seniors
- Newcomers
- Aboriginals
- Disabled
- Potential Newcomers
- Everyone else

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## *Who Can Help?*

Government Programs/Job Bank

Current Employees

Past Employees

Marketing

Community Agencies

Immigrant Serving Agencies

Parents

Schools

Guidance Counselors

Job Fairs

Community Events

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## *Who Can Help?*

Don't tell people what you want them to do. Tell them what you want to accomplish and you will be surprised at what they come up with.

.....General George Patton

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