

Recruiting, Hiring, Retaining & Motivating Staff



Objective

To share some techniques we've learned for developing and maintaining an excellent staff, and to have you share some your's as well!



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Overview

- Staffing has always faced many challenges
- Work is seasonal or part-time episodes
- Staff with short tenures
- Staff member has great responsibility and autonomy
- True life and death potential



Recruiting

- Deciding who you need/want and why
- Staff or Volunteers?
- Club members or Visitors?
- Where to find them
- How to advertise



Club members or Visitors: use both!

Advantages of members:

- They know your program
- It's "the most advanced class" - a job!



Club members or Visitors: use both

Challenges with members:

- On fears of entitlement: it turns out local parents help
- Where to find them



Hiring

- How will I introduce you?
- Reliable references are key!
- Compensation concepts
- Getting the details right - the HR stuff



Retaining

- Seasonal challenges-getting creative providing hours
- Stability vs. freshness
- Continuing education
- Keep 'em sailing!



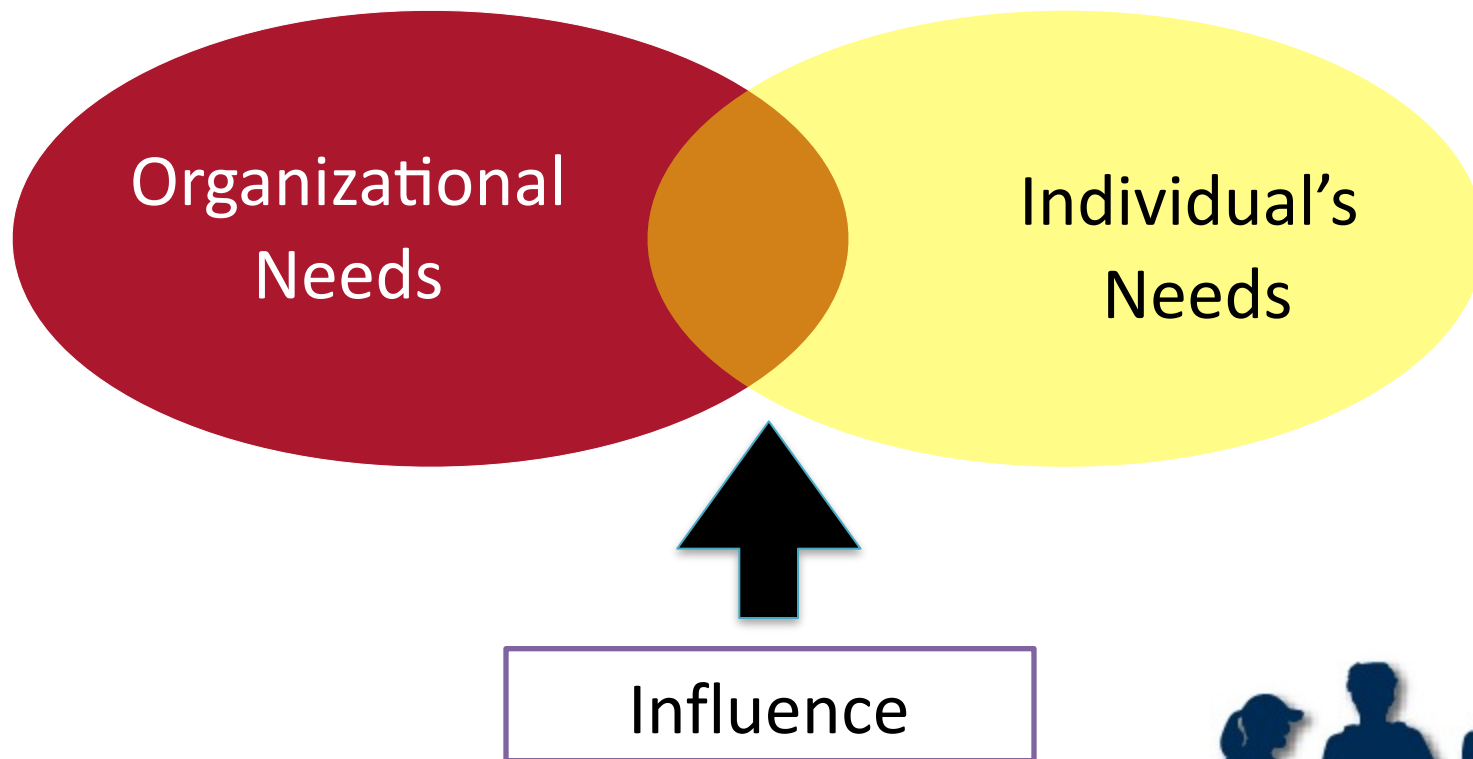
Motivating

- Douglas McGregor
- Daniel Pink
- Scott Sinek



Our Zone of Influence is Limited

This is adapted from Douglas McGregor. A good read is Douglas McGregor Revisited.



Pink on Motivation

- Mastery
- Autonomy
- Purpose

From Daniel Pink's book *Drive*. Also on YouTube look at video of his talk. The one for the RSA has a great graphic element. And of course he has a TED talk available.

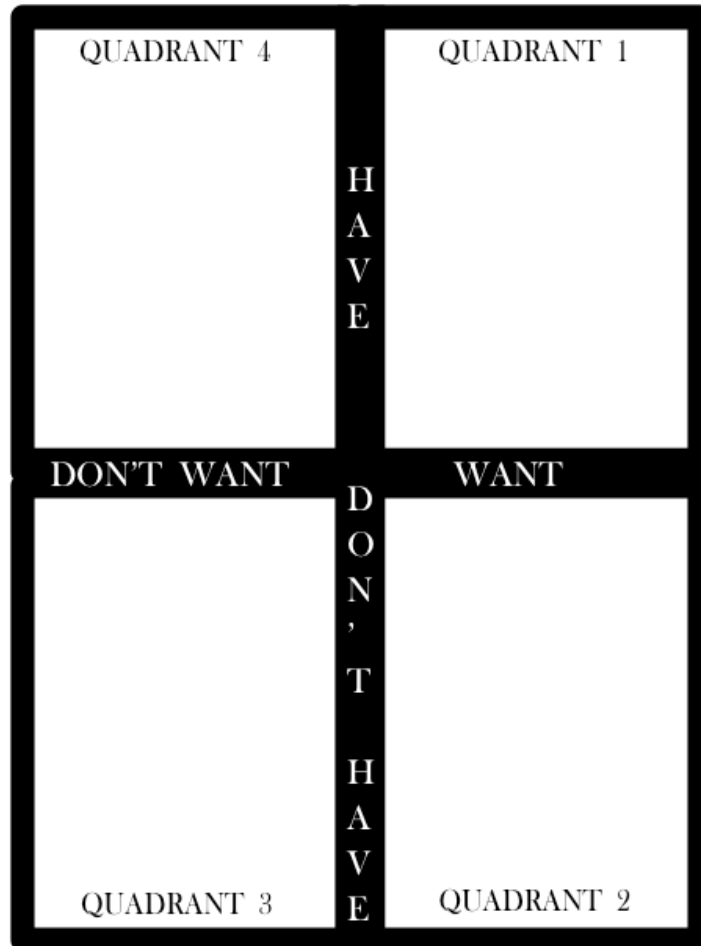
Learning Their Needs

Connecting on Multiple Levels:

- Vision
- Objectives
- Knowledge and Skills
- Plan
- Values



The Meaning of Life is a 2 X 2 Matrix



This is from my friend Thaigi. This is not on his website but there are lots of interesting things there for free.

thaigi.com



Two Lessons on Motivating

- They are willing volunteers
- They do it for their reasons, not ours



Motivating

An Example:

The Syllabus vs. Lesson Plans

This story that John told had all of Pink's elements in it. By letting his instructors take the established program Syllabus and turn it into Lesson Plans they develop. That gives them Mastery and Autonomy while connecting them to a higher Purpose than just delivering training.



Thank You!

Please free to contact us for
any questions.

