

# A Strategic Look

**Axiom**  
Human Resource Solutions

March 23, 2018  
Volume 1 Issue 1

## Welcome to *A Strategic Look*

With the start of a new year, we've decided to make some exciting new changes here at Axiom. Starting with our monthly newsletter, A Strategic Look, we hope to gain a more impactful presence with our current clients, and find a place of interest with potential clients!

Our goal is to improve our service and provide you with strategic advice to further advance your business structure. We will also be featuring one of our clients each month to promote their business, advertise events, and create a networking tool. If you would like to be featured as a Spotlight client, please email [HR@axiomhrs.com](mailto:HR@axiomhrs.com) for inquiries.

In addition to our newsletter, we are going to be launching a series of live monthly trainings! These will focus on updates, expressed areas of concern, and system modules. Our training schedules will be released with the monthly newsletters so that you can plan accordingly with your schedule!

We hope you will find this information to be useful and exciting to read. All feedback and suggestions are welcome!

Thank you for your continued support!

*Sincerely,  
Axiom Human Resource Solutions*

## Upcoming Trainings

April 12 : Mobile App Updates  
April 26 : Recruiting Features  
May 10 : All About Timesheets  
May 24 : Incident Reporting

## CLIENT SPOTLIGHT

*Featuring MCCOY*

MCCOY (Marion County Commission on Youth) is a private non-profit organization dedicated to empowerment and positive development of our youth.

**“Axiom helps us demonstrate that we are being good stewards of the resources entrusted to us.”**

MCCOY has adopted Axiom's online time-keeping and payroll systems which has “greatly improved our ability to accurately track hours spent by our staff on various projects, which means we can clearly show our donors how their gifts are being put to good use helping youth agencies in our community. Axiom helps us demonstrate that we are being good stewards of the resources entrusted to us.”-*Jacie of MCCOY*

You can join MCCOY for one of the first golf outings of the season at the premiere Sagamore Country Club on



April 30<sup>th</sup>! Register as a participant and/or sponsor to play on a course designed by Jack Nicklaus while also helping MCCOY build a pathway to success for young people in Indy! Click the link below for more information on MCCOY and this event.

[Register](#) – [Facebook](#) – [Twitter](#)

## What is Your Recruiting Strategy?

*By Kelly Mead*

Ask any business owner for a list of the top five challenges facing their company today and one of them is likely to be recruiting. Low unemployment rates, lacking skills among candidates and the fierce competition among companies for top talent have made the task of finding good people feel impossible at times. Since people are the driving force behind the business, it's imperative that business owners shift their paradigm and approach recruiting from a strategic standpoint.

The foundation of any recruiting effort must be a clearly defined and communicated strategy that conveys the brand message and targets the right candidates. Designing a solid recruiting strategy can be likened to developing a marketing strategy. If you are trying to sell a product or service, you know your target audience and you design an attractive message that speaks directly to that audience. The same concept is applied to strategic recruiting.

*Important basic questions to consider when crafting a recruiting strategy are:*

- What types of candidates are we seeking?
- What might they find attractive about working for our company and how can we capitalize on those attributes to create and develop our employer brand?
- Where do we target our search for these potential employees?

Do you need assistance in designing a successful recruiting strategy that fits your company? Axiom's strategic human resource consulting services can help improve the efficiency and effectiveness of your recruiting efforts. Axiom helps business leaders create customized human resource strategies that align with each business' specific needs. For a consultation contact Kelly Mead, Director of Human Resource Services at 317-587-1019.

**"Since people are the driving force behind the business, it's imperative that business owners shift their paradigm and approach recruiting from a strategic standpoint."**

