



# Business Staffing Assessment Tool

Understanding the challenges of  
recruiting, hiring, and attrition



# Business Staffing Assessment Tool

Businesses of all sizes benefit from evaluating their recruiting and hiring methods periodically. Particularly since the pandemic it has become apparent that methods used prior to 2020 are no longer providing businesses with the talent they need – either in volume or quality.

Most businesses need employees that meet a variety of talent needs – from unskilled labor to professional skilled staff. The labor type needed determines that best benefits package to offer, the ideal platform to use to advertise the positions, and the approach implemented to attract the staff that is a right fit for the open positions.

A strong hiring and retention strategy begins with a thorough analysis of current needs and recruiting methods.

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## Labor Assessment

How many positions are you looking to fill in the following categories?

- Unskilled Labor 
  - Basic factory/warehouse work, basic janitorial, clerks, servers
- Semi-skilled Labor 
  - Basic machine operators, service personnel, truck drivers
- Skilled Labor 
  - Advanced machine operators, sales, trades
- Professional Labor 
  - Managers, Professional services (bookkeeping, etc.)

What percentage of your business output is attributed to each of these categories?  
(For example, your deliverables are reduced 20% due to the shortage of warehouse positions)

Unskilled Labor  %

Semi-skilled Labor  %

Skilled Labor  %

Professional Labor  %

Which unfilled positions are having the greatest impact on your revenues?  
(Percentage to total revenue)

Position	Percentage of Impact
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

How many of your employees are currently filling multiple roles to make up for the staffing shortage?

How is this impacting your business?

- It is affecting revenues
- It is affecting labor costs (overtime, etc.)
- It is affecting job satisfaction (stressed or dissatisfied employees)
- It is affecting customer satisfaction

If revenues are impacted: what is the estimated revenue loss per month? \$

If labor costs are impacted: what is the estimated additional cost per month? \$

If job satisfaction is being impacted you are at risk of further attrition.

If customer satisfaction is being impacted you are at risk of losing revenues.

What is your current attrition rate?

How does that compare to two years ago?  % increase/ decrease

Has there been a change in productivity levels of your seasoned workforce?  Yes  No

If productivity has decreased, what is the estimated cost of this reduction? \$

- Employees with reduced productivity are at risk of leaving! Take immediate measures to communicate with these employees, understand the issues, and work together to overcome any challenges that are impacting their level of engagement.

What other business impact do you foresee in the near future?

## Benefits Assessment

Do you have tiered benefits packages, including wages, for each of the above job categories?

Yes  No

- Are the wages you have set for each category at or above the industry standard for the position in this geographical region?  Yes  No
- Have you looked into the feasibility of adding benefits such as a 401K, Insurance, etc.?  
 Yes  No
- Have you looked into unconventional benefits such as childcare compensation, college tuition funding, professional or trades training provisions?  
 Yes  No
- Have you spoken with other business owners to learn what may be working for them?  
 Yes  No

Have you done a cost analysis to determine if you are able to expand the benefits package in any of the critical categories?  Yes  No

If so, how much money is available to devote to the expanded offerings? \$

Have you analyzed the costs/ lost revenues associated with these positions remaining unfilled?  
 Yes  No

If so, how much of those monies could be reallocated to expanded/different benefits once recouped? \$

NOTE: a general estimate of the cost of employee turnover is roughly 1.5 to 2 times the salary of the lost position. A more detailed analysis needs to include the following factors:

<ul style="list-style-type: none"> <li>• Cost of labor to cover vacant position (OT)</li> <li>• Cost of manager's time due to vacancy</li> <li>• Cost of reduced productivity/ output</li> <li>• Cost of training replacement</li> </ul>	<ul style="list-style-type: none"> <li>• Cost of HR time: post, screen, interview</li> <li>• Cost of advertising on job boards</li> <li>• Cost of manager time interviewing</li> <li>• Cost of reduced productivity during ramp up time of new hire</li> </ul>
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Calculate these costs on a daily basis and multiply by the number of days each position remains open. Add totals together for your cost across the company. (Carry these figures out to an annual calculation and you will find the real costs to your company's bottom line.)

## Recruiting Assessment

Which of these do you use for advertising open positions -

Staffing Agency:  Unskilled  Semi-skilled  Skilled  Professional

Craigslist:  Unskilled  Semi-skilled  Skilled  Professional

Online job sites:  Unskilled  Semi-skilled  Skilled  Professional

Signs:  Unskilled  Semi-skilled  Skilled  Professional

Other:  Unskilled  Semi-skilled  Skilled  Professional

Have you altered the wording of your post based on the platform?  Yes  No

Have you changed the wording frequently to attract new lookers?  Yes  No

Have you changed the job descriptions, experimenting with different ways of wording it, and changing up the requirements?  Yes  No

What are the primary criteria you use for recruiting and hiring?

Skills  Experience  Education  Soft Skills  Teachability

Have you altered the criteria when positions are difficult to fill?  Yes  No

Would you consider hiring someone with no previous experience but is teachable?  Yes  No

Do you have a process in place for training necessary skills to someone with no previous experience?  Yes  No

What percentage of your new hires come from employee referrals?  %

Have you offered incentives to employees for successful referrals?  Yes  No

If so, did this result in additional successful new hires?  Yes  No

What do you believe is holding employees back from bringing forward more qualified referrals?

## Business Culture Assessment

On a scale of 1 – 10 how would you rank the overall employee satisfaction among your current workforce?

1      2      3      4      5      6      7      8      9      10

Would you say that the satisfaction rate varies based on the department or category of labor?

Yes  No

Have you preformed a job satisfaction survey recently?  Yes  No

Have you taken any action to improve the satisfaction of your current workforce?  Yes  No

If so, what specific steps have you implemented?

Have you done a formal assessment to determine how successful the implemented steps have been in improving employee satisfaction?  Yes  No

If so, what did the survey results indicate as to the success of the implemented steps?

- Not very successful – there has been little improvement in employee satisfaction
- Somewhat successful – there has been some improvement in employee satisfaction
- Very successful – there has been significant improvement in employee satisfaction
- Extremely successful – there has been a remarkable improvement in employee satisfaction

Are there plans in place to implement further change or to maintain the progress made?

Yes  No

Have you given thoughtful attention to your company culture?  Yes  No

Have you formally designed and communicated your business culture?  Yes  No

How would you describe your company culture?

Do you believe an enhanced company culture would improve your recruiting and retention efforts?  Yes  No

Do you see additional benefits to giving attention to your company culture?

Yes  No

If so, what benefits do you envision would result?

## Summary

In light of this assessment, what next steps do you feel would provide you with the greatest short-term and long-term improvement in your recruiting and retention needs?

Short-term

Long-term



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