

BEE HAPPY HR CO.

YOUR DIVERSE TALENT HIVE



Welcome to Your Diverse Talent Hive

Branding | Marketing | Talent Promotion | HR Recruitment & Consulting

416-993-2083 | hello@beehappyhr.com

1 RECRUITMENT & ROLE PROMOTION

We market your roles to our 35K audience with or without recruitment/onboarding. We treat your candidates with respect focused on building a sense of belonging, so even if you don't hire them now, they'll still leave feeling respected and impressed with how they were treated. We will handle things from assessing your needs through to a full onboarding plan with job posting, marketing, and training plans.

2 BRANDING & MARKETING

We develop and refine brands for entrepreneurs, job seekers, and employers. Our specialty is workforce development projects and employer branding. We also consult with candidates to boost their personal brand presence and interview skills in order to prepare for their next career adventure.

3 HAPPY CULTURE, DIVERSITY & INCLUSION CONSULTING

Our team of experts will work with you to enhance your work culture including executing strategies to improve diversity, inclusion, listening, decision making, work benefits to improve the overall sense of belonging and wellbeing at work.

WE OFFER A 1/2 HR COMPLIMENTARY CALL



HELLO@BEEHAPPYHR.COM



416-993-2083

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RECRUITMENT & JOB PROMOTION TO ATTRACT DIVERSE TALENT (35 K AUDIENCE)



WE PROVIDE INITIAL CONSULTATION & CREATION OF IDEAL CANDIDATE AVATAR

- A 1-hour consultation with BEE HAPPY HR CO. to determine what the job and ideal candidate profile is for your business. This includes getting an in-depth look at what the role is in terms of technical skills, soft skills, and fit for your company & its culture, the team they are working with (internal &/or external), and your company's industry.

“ WE TREAT APPLICANTS WITH DIGNITY & RESPECT SO THEY WILL REMEMBER YOU FAVOURABLY ”

CREATION, PROMOTION & POSTING OF TARGETED JOB AD

From the 1-hour initial consultation, BEE HAPPY HR CO. will then create a targeted job ad that will be posted on targeted online job boards so that it attracts a pool of candidates that match the profile we are looking for.

CREATION OF ACCOUNTABILITY CONTRACT

- From the one-hour initial consultation, BEE HAPPY HR CO. will create a job description that will outline in detail the daily responsibilities of the role, the requirements, and qualifications of the role. The job description will be created in a way that can be used in your business, so it sets out in detail the performance expectations of the employee(s) in the role.

YOUR PIPELINE TO DIVERSE TALENT AWAITS



IN-DEPTH VIDEO SCREENING VIA ZOOM

BE HAPPY HR CO. will conduct 7-10 in-depth screens (note for 1 vacancy) in order to pre-qualify the top 3, maximum 4 candidates for the face-to-face interviews. Here we will use an online video platform called Zoom to do the screen. It takes the standard telephone screen to the next level, by still having a live person for the candidate to speak to, but in a format where BE HAPPY HR CO. can pick up on subtle cues that only a one on one format can give. BE HAPPY HR CO. will create a customized set of questions on the telephone screen, and shortlist for the face-to-face interview stage.

RESUME SCREENING

- Once the job has been posted and monitored to ensure the right number and the right kind of candidates apply, BEE HAPPY HR CO. will screen the resumes to shortlist those that will be moved to the next screening stage. We will shortlist 7-10 candidates to the initial telephone or video screening stage for 1 vacancy. This will save you time to focus on what you do best which is to run the day-to-day operations of your business.

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**DIVERSITY
MATTERS TO
EVERYONE**

SCHEDULING OF FACE TO FACE INTERVIEWS

- Once the hiring process has started BE HAPPY HR CO. will advise you when you need to block off time in your schedule to complete these interviews. Saving you time we will contact the candidates and schedule them for you and confirm everything by sending you a calendar invite.

HAPPY & HUMANIZED RECRUITMENT



A CONSULTANT FROM BE HAPPY HR CO. PRESENT AT THE FACE TO FACE INTERVIEW

- Depending on your level of experience in hiring employees, you have an option of having BE HAPPY HR CO. with you on each face-to-face interview. This is a great option because as a Professional Recruitment Consultant we can pick up on cues or things that candidates say during the interview that we feel should be probed on. This allows us to dig deeper to see if this could be an area of concern or an area where it shows why they could be the right fit. This ensures that you hire the right employee the first time.

FACE TO FACE INTERVIEW GUIDE

- Depending on your level of experience in hiring employees this feature could be beneficial as BEE HAPPY HR CO. will create a custom interview guide of behavior-based interview questions. Behavior-based interview questions are the best kind of questions to use because it forces the candidate to answer the question using their past work experience to back up to their answer. Past work experience is a great indicator of future work performance. We will include our own “go-to” questions along with questions specifically created to assess if the candidate is the right fit for your company and the role. Our interview guides also are designed with a specific flow of each question that zones in on areas that are critical to your job opening.

REFERENCE STAGE

- BE HAPPY HR CO. will check 2 employment references of the candidate selected as the final candidate from the face-to-face interview stage. Employment references are defined as previous supervisor/manager of the candidate.

WE HELP YOU TO RECRUIT & RETAIN STAFF



VERBAL OFFER OF EMPLOYMENT

- Once the references are checked and come back as clear, BE HAPPY HR CO. will notify you, and either yourself or we will contact the final candidate and make a verbal offer of employment. After that, an email will be sent out with the employment contract (that has been vetted by an employment lawyer) and other new hire paperwork such as tax forms, and a new hire information form.

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**GREAT HIRES
DRIVE
INNOVATION**

3 MONTH NEW HIRE ONBOARDING

- BE HAPPY HR CO. will create a customized new hire onboarding plan for the first 3 months of employment. This plan will ensure that you start off on the right foot in building your relationship with your new employee. Yes, the hiring process is completed once you have hired someone, but the next step in the employee life cycle is making sure you retain them! Ensuring areas and items from their first day of work to being in the role for 3 months, is thought of and will help in the retention of your new hire.

**We offer 1-hour consultation
and a custom-built quote.**



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ADD DIVERSE WOMEN TO YOUR TEAM



WE HELP TIME-STARVED EMPLOYERS RECRUIT & RETAIN QUALIFIED WOMEN TO THEIR TEAMS

- Let's level up the quality of your applicant pool by connecting you to more qualified and diverse female applicants with our pool of talent
- We enhance brands to communicate more effectively to diverse audiences
- We help to educate employers on unconscious bias within their hiring practices

CONSIDER:

- How will you capitalize on highly skilled, highly qualified but currently under-utilized talent pools, such as female career returners?
- How are you adapting your employer brand to make it appealing to both men and women from multiple generations?
- How will you transform your work-life and flexibility strategies to be attractive and available across your entire talent pool?
- How will you eliminate the potential impact of inherent biases stemming from outdated gender stereotypes?
- Do you have the right role models in place to help attract and retain female talent?
- Does your brand reflect the values and benefits you want to share? Consider your career website imagery and job posting language.
- Are you partnering with outside organizations that support professional women?
- Will you share targeted information on diversity activities that may be of interest to the new hires?

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In a survey of **1,000 respondents**, the job site **Glassdoor** found that **67% of job seekers overall look at workforce diversity when evaluating an offer**. Top female candidates, in particular, care about gender-diverse work environments. **A recent survey found that 61% of women look at the gender diversity of the employer's leadership team when deciding where to work**. The takeaway is the most talented individuals go to places that do better with diversity.

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BRAND STRATEGY & EXECUTION



WE CAN BUILD OR REFINE YOUR BRAND

- Personal Branding for Job Seekers
- Employer Branding
- Recruitment Marketing
- Workforce Development Campaigns

“BRANDING IS WHAT THEY SAY ABOUT YOU WHEN YOU LEAVE THE ROOM

MARKETING SERVICES

- **Sponsored Events:** We can plan online events for your employees and/or stakeholder audience/workforce. We have worked with many international brands including Microsoft, Lilly, GM, HP, TD Canada Trust, Sage, and more.
- **Workforce Marketing:** Need us to promote your organization or showcase your employer brand? We can apply our incredible reach to build buzz and increase awareness for your brand, campaign, or a specific role.
- **Marketing Strategy/Plan:** Need to develop an overall plan that meets your goals and objectives with success/measurement criteria built-in? We can help you build, write, and implement a solid plan with timelines and evaluation methods clearly defined.

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HAPPY CULTURE, DIVERSITY & INCLUSION CONSULTING



Top 6 HR trends to plan for:

1. HR professionals need to first learn how to make DEI a priority. They then need to find solutions that not only support robust DEI programs—from talent screening and hiring to employee retention—but provide actionable insights backed by data. 67% of job seekers consider workplace diversity important. To attract and keep this kind of talent, companies will have to use automation to ensure a diverse environment.
2. Plan for an expanding and evolving remote workforce. What trust, culture and technology shifts have to take place?
3. Employees value feedback being heard and acted on. What systems will you have in place to ensure you can respond and implement?
4. Employers must invest in creating psychologically safe workplaces with employee wellbeing and mental health a greater priority.
5. Strengthen leadership and build capacity for change and make decisions quickly and effectively.
6. Lean into a learning culture by reskilling and upskilling (changed from requiring a "know it all" culture).

OUR EXTENDED TEAM OF HR EXPERTS CAN SUPPORT YOU IN MOST AREAS INCLUDING:

- Diversity and inclusion Improvements
- Virtual Work Policy & Culture Building
- Leadership Development
- Social Impact Building
- Workshops for Staff & Workforce including LinkedIn, Personal Branding, Social Media, Resume Refining, Soft Skill Development and Leadership Skills
- Building Employee Engagement or Collecting Feedback Data/Strategies
- Develop or Refining Core Values (and Communicating Them Effectively)
- Employee Wellbeing and Mental Health
- Employee Experience
- Technology Planning
- Software Recommendations

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WE CAN'T WAIT SERVE YOU



Leigh Mitchell

is a Career and Business Brand Strategist and the founder of Bee Happy HR Co. which builds buzz for diversity and equality-driven brands. She works with busy recruiters & HR departments with a personal mission to humanize HR and recruitment services. Leigh is also the founder of Women in Biz Network, she coaches clients, speaks with interesting guests on her Time to Thrive Podcast, curates mentorship initiatives, promotes Women in Biz Network's diversity-driven career board, and delivers skill-building events to a variety of audiences. Throughout her career, Leigh has worked with brands such as Microsoft Canada, TELUS, TD Canada Trust, Staples Canada, and Chevrolet Canada. Leigh has been featured in the CBC News, The Globe and Mail, Toronto Star, Canadian Living, Wall Street Journal, and a speaker at numerous industry events.



Sara Bibb

is a certified HR Leader and our Director at Bee Happy HR Co. She is a professional and certified Human Resources Professional. You will think she is part of your team because she takes pride in serving her clients and getting the best solution to the HR issues they are experiencing in their business. She excels in her superior communication skills and relationship-building skills with everyone she works with. She completed her post-graduate program in Human Resources Management at Seneca College and obtained her Certified Human Resources Leader (CHRL) designation in 2009. Sara discovered that smaller companies have the same HR issues as larger ones, but without the professional HR resources to handle them. What else was there to do? She started MKS HR Consulting and became the HR Department for Small Business. Sara is also the HR Mentor for Women in Biz Network.



Call us at 416-993-2083
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