



# Getting & Keeping the Team You Need

Recruiting, Hiring, Training  
and Retention Tactics

with Brenda Dietzman

# GETTING & KEEPING THE TEAM YOU NEED

## Recruitment and Retention Tactics



**Over 300 tactics**  
that agencies can use



Access to a private  
Facebook group



Hands-on  
practical ideas



Recruiting and retaining great people can be the single biggest challenge any organization faces.

Having the right people on your team impacts your ability to serve your community professionally, complete your organization's mission, build community relationships, and grow your agency's resiliency.

**Unlike any workshop, breakout session or white paper resource,** this online class isn't full of research studies that restate what you already know. Designed by a hiring manager who knows exactly the challenges you're struggling with in today's recruiting environment, this practical, hands-on course will help you build your recruiting and retention program.

**There's no fluff. No watered-down generalities, or pie-in-the-sky theoreticals.** This course brings you specific, tactical ideas as well as tips for implementation that are being done in a range of professions and jurisdictions: ideas all in one place for you to select, tackle, and then return to for the next idea.

*You'll also have access to a private Facebook Group to get help when you're stuck, celebrate your wins, and brainstorm new ideas for your organization.*

Ready to solve your organization's recruiting or retention challenges? Great – let's roll up our sleeves and get to work!

# COURSE INSTRUCTOR



**BRENDA DIETZMAN**  
28-year veteran in the field  
of law enforcement

Col. Brenda Dietzman (Ret) is a passionate speaker who has more than 28 years of law enforcement and corrections experience. She provides evidence-based training solutions and inspiring presentations for both individual and organizational improvement. She has presented at numerous national, state, and local events as well as for international audiences. Her areas of expertise include resilience, leadership, developing women leaders and leading generations. She is an internationally certified IADLEST instructor.

In 2019, Col. Dietzman retired from the Sedgwick County Sheriff's Office as the undersheriff in charge of jail operations. She oversaw two facilities with a total population of 1400+ inmates, 300+ employees and a \$40 million budget. During her time in law enforcement, she also served as the captain in charge of the Patrol Division and the Judicial Division, a lieutenant in both the Patrol Division and the Special Project Unit, a Community Policing sergeant, detective, and a road patrol deputy.

She has a Bachelor of Science degree in Administration of Justice from Wichita State University. She enjoys traveling, photography, mountain biking, running, meditation, and reading. She is married and has three adorable rescue dogs.



If you haven't heard Brenda Dietzman teach before you are missing out. This is a great opportunity to hear her passion and experience in a relatable way."

—Stephanie

# COURSE DETAILS

This course consists of 6 lessons with more than 6.5 hours of learning.

## 01 Setting the Stage



In this section, we'll set the stage for the rest of the course. We'll quickly review the current state of hiring and retaining criminal justice professionals in a post-COVID world and how those headwinds affect your organization. We'll also delve into how the generational makeup of our agencies is changing, and what that means for both recruiters and managers.

### DURING THIS LESSON, WE'LL DISCUSS:

- How to get the most from the course
- The current state of recruiting and retaining staff in the Criminal Justice Profession
- Profiles of the different generations commonly found in today's workplace
- How the generations can work together best.

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- Pro Tip: Becoming laser focused
- Sidebar: Who Should Be Part of the Solution?
- Podcast Resources
- Pro Tip: Consult Your Resources
- Take the Next Step: Laying the Groundwork
- Pro Tip: Jump Around
- Take the Next Step: What does success look like?
- Activity: Influencing Factors
- Pro Tip: Investing in Your Managers
- 18 Bonus Readings
- Take the Next Step: External Factors
- Activity: Sorting the Generations
- Activity: Digging into the Research
- Take the Next Step: Profiling Your Workforce
- And Knowledge Checks along the way to reinforce your learning.

“

*Speaker is a WEALTH of KNOWLEDGE -- the 4-generations info was VERY helpful for workplace situations! With all agencies having difficulties hiring and retaining, Thank you for this timely topic. GREAT suggestions.*

— ROSEANN

”

# COURSE DETAILS

(continued)

## 02 Recruiting the Talent Your Organization Needs



Recruiting in today's job market is unlike anything most criminal justice and public safety agencies have ever experienced. Older generations are living longer, healthier lives, and are, as a result, working longer and staying productive. In a post-COVID era, more employees are asking themselves "is this all there is?" and are seeking more meaningful jobs aligned with their values. Younger generations have more choices than ever before, and have different expectations for their careers. They have also been shaped by a mix of media, societal changing attitudes, their family's and peers' opinions... and yet have an embedded social belief in trying to make a difference.

and impact their communities.

But with great change comes incredible opportunity. There is a wealth of talented people in your community who have an insatiable desire to serve

This section of this course will help you shift gears from how your organization has historically recruited into a new way of thinking, strategizing, communicating, and finding the people your organization needs most in this new and ever-changing era.

### DURING THIS LESSON, WE'LL DISCUSS:

- The role of diversity and its impact on your organization
- Determine what skills your organization is lacking
- Involving everyone in your organization
- Your website, job listings, hiring policies and processes
- Social media and communications strategies to connect with your community to help address your organization's challenges
- Finding the right expert resources
- How to tap into often overlooked parts of your community
- Developing hiring processes for both new and lateral transfer candidates

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- 9 Pro Tips to Up Your Game
- Using QR Codes
- Cheat Sheet: Ideas from this section
- Next Step: Revisit the Process
- Cheat Sheet: Everyone is a Recruiter
- Next Step: Capturing your ideas
- Cheat Sheet: Recruiting Events
- Next Step: Developing Your Lists
- Activity: Your Organization's Website
- 6 Examples to Reference
- 4 Social Media Resources
- 7 Bonus Videos: Example Recruiting Videos
- Connecting Mission and Brand to Career Recruiting
- Next Step: Documenting Your Process
- Superheroes are People Too
- Cheat Sheet: Social Media and Assets
- Sample: Social Media Post/Graphic
- Next Step: Creating Your Videos
- 9 Bonus Readings
- Bonus Video: Disability-Inclusiveness
- Resources: Mass Layoff Site Examples and How to Use
- Additional Resources to Implement Your Ideas
- 3 Diversity Resources
- Read More: Listing Salary Ranges
- Take the Next Step: Addressing Your DEI Goals
- Cheat Sheet: Intermediate Tactics and Goals
- Next Step: Walking a Mile in Your Candidate's Shoes
- Cheat Sheet: Lateral Transfers and Certifications
- Next Step: Affording the Expertise
- Next Step: Intermediate job programs
- Take the Next Step: Recruiting the Career Shifters
- Cheat Sheet: Policies
- Next Step: Progress Check
- And Knowledge Checks along the way to reinforce your learning.

# COURSE DETAILS

(continued)

## 03 Hiring the People You Want



It's show time! You've created a funnel of interested applicants who are now ready to start moving them through the application process. But is your organization ready to put its best foot forward?

Formal application processes for public safety and government agencies can be daunting. This section will help you take a step back from your existing process and think about it from the viewpoint of your candidates to help you uncover which steps and requirements are truly necessary, and find ways to streamline things to keep your candidates engaged and motivated.

### DURING THIS LESSON, WE'LL DISCUSS:

- Ways to examine, improve, streamline and continuously revisit your hiring process
- How to engage coaches and mentors to help candidates succeed
- Specialized focus on helping candidates through the physical agility test and background checks

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- A Thought about the Hiring Process
- Cheat Sheet: Improving Your Hiring Process
- Pro Tip: Avoiding and Overcoming Bureaucracy
- Pro Tip: Candidate Contacts
- Bonus Tools to Use
- Think About It: Boomerang Employees
- Take the Next Step: Examining Lost Candidates
- Bonus Video: Physical Agility Test
- Bonus Video: How to Climb Walls
- Bonus Video: Obstacle Course
- Pro Tip: The 80% Rule
- Pro Tip: Make it Count!
- Cheat Sheet: Physical Agility and Background Checks
- 2 Bonus Readings
- Take the Next Step: Status Check
- And Knowledge Checks along the way to reinforce your learning.

“

*I learned a lot from Brenda! Brenda is humble, honest, and open; real-life experiences, and thoughtful lessons. I always enjoy Brenda!*

— KELLEY

”

# COURSE DETAILS

(continued)

## 04 Starting Off on the Right Foot: Onboarding and Training



In order to put your newest team members on the path to a productive career, this section examines the onboarding and training process: what it is and most importantly, what it *should be*. Any new employee wants to feel special. But more importantly, every new employee wants to reassure themselves that they've made a good decision to join your team. Your carefully thought-out onboarding process, subsequent training, and mentoring can reassure them that you are just as committed to their success as they are to the organization they've just joined.

### DURING THIS LESSON, WE'LL DISCUSS:

- The critical role your training program has in attracting, retaining, and growing your team
- Examining your onboarding and training program to ensure success including content, delivery, methods and ongoing evaluation
- Different types of training to include to ensure employees are physically, mentally and legally safe
- The complementary role of on-the-job training, mentorship and experiential learning

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- Activity: Safety First!
- Pro Tip: Program Evaluation
- Reverse Engineering Your Training Needs
- Cheat Sheet: Evaluating Your Training Program
- Activity: Benefits Training
- Check It Out: Additional Resources to Boost Your Training Program
- Bonus Video: New Onboarding Training Program to Meet Community Needs
- Pro Tip: Avoiding the Boondoggle
- Take the Next Step: Employee Focus Group
- Nine Topic-Specific Supplemental Sources for deeper, richer learning
- Cheat Sheet: Mapping Your Onboarding Process
- Pro Tip: Welcome Packets
- Reminder: Measurement
- Pro Tip: Social Media Profiles
- Take the Next Step: Changing Up Training
- Activity: Picking Trainers
- Cheat Sheet: On the Job Training
- Pro Tip: Compensation
- Read More: Field Training Officers
- Think More About It: The Great Regret
- And Knowledge Checks along the way to reinforce your learning.

# COURSE DETAILS

(continued)

## 05 Retaining and Caring for Your People



Your organization's retention efforts start from the employee's very first experience with your organization. Retention, however, isn't an independent function or department. Rather, retaining your top people is all about how your organization treats its people: how well your managers supervise, how you grow and develop your staff, how responsive your organization is, and the culture your leaders set (and model!), and perhaps, most importantly, how well you take care of your people in both good times -- and bad.

Being able to retain your team requires showing and proving to them each and every day just how important they are to you, the organization's mission, and the community you all serve.

Because in the end, your people won't be able to serve your community to the level you need them to unless they know you've got their back.

### DURING THIS LESSON, WE'LL DISCUSS:

- Engaging your community to address your retention challenges
- Developing a creative, thoughtful benefits program that not only meets the needs of your team, but encourages them to stay
- Different strategies for scheduling
- The Opportunities in Staffing Alternatives
- Creating holistic employee development programs
- The role of mentoring in growing and retaining your team
- Developing your leaders' and supervisory skills and their role in retaining your team
- Building a diverse, equitable and inclusive organization
- And how to custom-build and grow your resilience and wellness programs that will address your organization's unique challenges.

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- 6 Pro Tips to Up Your Game
- 3 Real Examples
- 4 Bonus Resources for Conducting Stay Interviews
- Activity: Enlist Help
- Cheat Sheet: Getting the Community Involved
- Cheat Sheet: Benefits
- Next Step: Addressing Pay Raises
- Cheat Sheet: Scheduling Ideas
- Working from Home
- Cheat Sheet: Alternative Staffing
- Read More: Youth Employment
- Next Step: Embracing Technology
- 22 additional sources for professional development
- Activity: Microlearning
- Cheat Sheet: Employee Development
- Activity: Types of Mentors
- Bonus Video: What Mentoring Looks Like
- Next Step: Encouraging Mentorship
- Activity: Critical Topics for Front Line Supervisor Training
- Bonus Readings for Supervisors
- Cheat Sheet: Leaders and Retention
- 27 Bonus Resources for Your Learning
- Bonus Video: Like a Girl
- Bonus Video Inspiring Action
- Take Time to Reflect: Embracing Your Uniqueness
- Bonus Video: Breaking Barriers in Nebraska
- Bonus Videos: Military Recruiting Examples
- Activity: Building Resilience
- Cheat Sheet: Building and Enhancing Your Wellness Program
- Resource: Vetting Guide



# COURSE DETAILS

(continued)

## 06 Taking Your Next Steps



What a journey we've been on! But as the old saying goes, a journey of a thousand miles starts with the first step. In this section, we'll recap what we've covered in this course, and the next steps you can take to ensure your success.

### DURING THIS LESSON, WE'LL DISCUSS:

- The highlights from the course
- Your next steps.

### ACTIVITIES AND HOMEWORK:

- Slide Handouts and Worksheets
- Final Checklist of Tips

“

*Learning about the generational differences was extremely insightful and even more so how to navigate through those differences.*

— ANDREW

”

# REGISTER TODAY

Only \$186 per person

## SEMINAR LOCATION

This online course is available through the Justice Clearinghouse Learning Management System. You will be able to attend the sessions from any internet connected computer.

## REGISTRATION PROCESS

Once you enroll, you will receive your login information within 24 hours.

## VOLUME DISCOUNT

If you are a NACA member, or have three or more personnel that are planning to attend, please contact us for a 20% discount code. Also, contact us for your JCH Paid Subscriber Discount.

## CONTACT US

If you have any questions, please contact us at [aaron@justiceclearinghouse.com](mailto:aaron@justiceclearinghouse.com).

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