



STRATEGIES FOR ATTRACTING, HIRING & RETAINING WOMEN IN PEST PREVENTION

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Hire Hard, Manage Easy Presentation

The Unique Value of Women in Pest Management

- Women have good communication skills.
- Women enjoy building relationships with customers.
- Women are good planners and tend to be more strategic in their thinking. They also enjoy problem-solving.
- Women are good at time management.
- Women are generally organized, thorough, and efficient.
- Women are mindful of their surroundings and value respect and teamwork.
- Women have a passion for helping solve “family-related” problems like pests in the home that effect children, pets, peace of mind, etc.
- Women are mindful of the effect their actions have on future generations; environmentally responsible practices are important to them.
- Women are naturally safety conscious and careful with equipment. They also have fewer occupational injuries and illnesses.
- Women tend to be more empathetic and understanding; they are good at managing customer anxieties and putting women customers at ease.

2021: Strategies for Attracting, Hiring & Retaining Women

- 1. Don't assume hiring managers know what you know! Educate your management team about labor market realities and the benefits from hiring women. Start by changing THEIR perception.**
- 2. Send a strong and consistent message from the top that the company is committed to attracting and hiring more women and that women are valuable in pest management positions. (Idea: Offer rewards and recognition for mentoring women and minorities and for increasing diversity.)**

2021: Strategies for Attracting, Hiring & Retaining Women

- 3. Ensure your culture promotes and supports respect for women at all levels; adopt and enforce a strict policy against harassment; immediately investigate all complaints and take appropriate action.**
- 4. Be willing to offer minor accommodations related to the physical aspects of the job.**
- 5. Adjust recruiting strategies. Women look for job opportunities by utilizing online job reviews and personal relationships.**

2021: Strategies for Attracting, Hiring, & Retaining Women

6. Create a mentoring program for new hires.
7. Use language in job postings that appeals to women (*e.g., flexibility, training provided, family-friendly, independence, building relationships, mentoring, helping others, serving customers, solving problems, etc.*) Ensure job descriptions highlight non-physical skills and abilities.
8. Don't assume women in traditional female jobs are not interested in traditional male jobs. Develop career path documents showing upward progression from jobs such as CSRs, accounting, etc. Offer career development coaching.

2021: Strategies for Attracting, Hiring, & Retaining Women

- 9. Ensure marketing collateral and web photos feature women in field positions (not just on the career page).**
- 10. Establish relationships with middle- and high-school science teachers; send in female employees to teach a segment about insects. Sponsor science fairs and staff with women.**
- 11. Sponsor a women's softball or basketball team. (Consider hiking, biking, walking, & boating opportunities)**

2021: Strategies for Attracting, Hiring, & Retaining Women

12. Use gender-neutral position titles; eliminate titles such as SalesMAN, ServiceMAN, and Technician. Consider using *Service Professional* instead.
13. Host a “Women in Pest Control” career fair or open house. Staff job fairs with female service professionals and managers.
14. Consider ads on HGTV or networks with a high percentage of female viewers. Feature women.

2021: Strategies for Attracting, Hiring, & Retaining Women

- 15. Consider offering a dependent care reimbursement account, childcare incentive program, or child care resources.**
- 16. Highlight company values on your career page. During interviews, communicate social causes that the company supports.**
- 17. Partner with local women's groups and ensure they are aware of vacancies; establish a national reputation as an employer of choice for women.**
- 18. Offer flexible work schedules or alternative work arrangements that allow for a better work-life balance. Clearly define the options.**

**ATTRACTING
AND HIRING WOMEN
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REQUIRES
ONGOING,
MULTI-FACETED,
INTENTIONAL
EFFORTS**

**IT IS NOT ENOUGH TO SIMPLY ADD PICTURES
OF FEMALE WORKERS TO A CAREER WEB PAGE**



**KEEP
CALM
AND
CHANGE YOUR
PARADIGM**

Seawright & Associates

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