



# hire *happy*

your guide for hiring store managers and assistant store managers

JOANN





hire *happy*  
every time



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Inspiring creativity starts with our people. Our team members not only represent who we are as a brand, they embody courage, creativity, and passion for inspiring others. We share a belief with our customers that what we make is an extension of who we are.

JOANN is the handmade and shared by you company, the friendly, clever ally that provides the easiest, shareable experience for customers. Our JOANN leaders serve as role models — motivating every team member to help customers find their happy place.

The JOANN Hire Happy Toolkit is your resource for crafting the perfect team, starting with store leaders. By following the steps in this book, you will be ready any time you have an open leadership position. Even better — you will be able to easily select leaders who are an ideal fit for our brand and are eager to handcraft their careers at JOANN.

**We Are the Friendly,  
Clever Ally**

We help customers find their happy place by inspiring hands, hearts and minds. We offer solutions to challenges, fresh ideas and an unwavering enthusiasm for creativity. As we add new team members, we look for more than basic skills. We look for those who intuitively understand what it means to be a friendly, clever ally – because that’s who we are. That’s JOANN.

**From an open position to a handmade career and all the steps in between.**



- 1 Create Your Network**  
Build a network you can tap into any time you have an opening.
- 2 Talent Strategy Meeting**  
Create an action plan for filling an open leadership position.
- 3 Candidate Preview Meeting**  
Discuss potential candidates and select the ones to be interviewed.
- 4 Interviews**  
District Manager and HR Business Partner conduct candidate interviews.
- 5 Debrief**  
After each interview, discuss the candidate’s strengths and opportunities, and align on next steps.
- 6 Offer**  
Make an offer, and prepare to welcome a new leader into the JOANN family.

**your hire *happy* team**

It takes a team to Hire Happy. Each role offers specific expertise that will contribute to finding our next JOANN leader.

- Recruiter**  
The Recruiter finds the best candidates and prescreens them to ensure a potential fit, saving valuable time in the interview process. They handle all back-end processes like navigating SuccessFactors and creating the requisition while also owning the candidate experience.
- HR Business Partner**  
From navigating a talent strategy to interviewing and making an offer, your HR Business Partner (HRBP) offers guidance throughout the Hire Happy process. They also own the succession planning process and support the DM in the professional development of team members in their region.
- District Manager**  
With an eye on driving sales, profitability and creativity in our stores, you are the hiring leader, providing insight into the specific needs for each open position. They also own the final hiring decision and the new team member’s onboarding experience.

# RECRUIT

Creating an ideal team begins long before you have an opening. By continuously searching for talented and energetic people, you will build a network you can quickly tap into when you need to hire.

## Step 1: Create Your Network

The most proactive step in the Hire Happy process is creating your network. The good news is you can make it fun! Tell your own story of how you feel inspired by working for JOANN while meeting and interacting with like-minded, creative people.

**You Represent JOANN**

Always remember that you represent JOANN. Everyone you meet has the potential to be our customer regardless of whether you add them to your network. We want everyone to think of JOANN as the *Handmade and Shared by You Company*.

**What's your JOANN story?**  
Creating your network gives you the chance to tell your own unique JOANN story. What inspires you about working for JOANN? Think about how you can make your own story special and personal including:

- What you love about working for a company that inspires creativity.
- Your own personal hobbies and ways of being creative.
- How working for JOANN has contributed to your life.

Practice telling your story to a colleague or in front of a mirror. The more you practice, the more genuine your story will be as you share your love for JOANN.

By sharing your passion, you can get others excited about the possibility of joining our team. Soon you will be able to quickly spot those who would be a perfect fit for JOANN. When you have an open position, your network of fantastic people will put you two steps ahead in the hiring process.

**What to Watch for**  
How do you decide if someone could be a fit for JOANN? As you visit other businesses in your district, keep a close eye on employees as they help customers and go about their tasks. Here are some things you can watch for:

- Did they greet and engage you right away?
- Were they confident, approachable and personable?
- Did they smile?
- Did they uncover your needs and make smart recommendations?
- Did they build value for a product or service?
- Did they appreciate you, even if you didn't make a purchase?
- Did they exceed your expectations?
- Were you left with a positive impression?

If you answered yes to most of these questions, you may want to add this person to your network. If the situation lends itself, strike up a conversation. Ask a few simple questions that may reveal a lot. But remember, you're not interviewing yet — you're just creating your network. Here are some questions you could ask:

- What do you like about your current job?
- What are your career goals?
- What do you love about working with customers?
- How does creativity play a role in your life?
- What do you know about JOANN?
- Would you be interested in interviewing with JOANN should a position become available?

If your instincts tell you this person has potential, share your business card and get their contact information. Plan to follow up on a regular basis as you continue to build your network.

- Great Places to Network**
- Restaurants
  - Other retailers
  - Sporting events
  - Local clubs and organizations
  - School functions
  - Community gatherings



# RECRUIT

## Step 2: Talent Strategy Meeting

Once you have an open position, your hiring team will kick into gear to support you. Within 24 hours after receiving notice of the open position, your Recruiter will schedule a Talent Strategy Meeting which is usually held via conference call. You will agree on a recruitment plan, talk about ideal candidates (internal or external), and establish a timeframe that should allow you to fill the open position within 30 days.

After this meeting, your Recruiter will post the position and begin screening candidates. Within seven days you will meet again to review candidates – make sure you RSVP for this important next step.

**Help Wanted**

Suddenly you have an open position — a Store Manager or Assistant Store Manager was promoted or moved on to another opportunity. No worries! Because you have a network, you're ready! First, call your HRBP who will get in touch with your Recruiter to create an action plan.

**The Power of Your Network**

It's time to tap into that fantastic network you've been creating. Think about the people in your network and who might be a great fit. Pass the information to your Recruiter at the Talent Strategy Meeting. They will complete an initial screening and decide if an interview is appropriate at this time.

