

DEVELOPING YOUR BRAND AND CEMENTING YOUR CULTURE THROUGH YOUR NEW HIRE PROGRAM

Alex Barna VI

Building a foundation and
instilling your culture
from the ground up

Set the expectations for
their careers early



What do you want to achieve?

What are the deficiencies that
need addressing?

Empower and Educate!

The 2 R's everyone wants to
talk about:



RECRUITING
RETENTION



What do THEY want out of YOUR department?

Social Media impacts on new hires...
They look at what you do to decide if they want
to work at your department

Money, word of mouth, cool teams, good calls,
incentives, etc.



- ✓ Update employment requirements
- ✓ Evaluate your testing practices
- ✓ Decide what are the most important evaluation points
- ✓ Attempt to streamline or remove any outdated hiring processes

Fairness in standards and testing for legal purposes,
discipline, dismissals, etc.

Written/Signed agreements for expectations during
orientation



Not intended to be “Boot Camp” or a drill class,
but rather an introduction to your brand of
firefighting and the culture and expectations of
your department.



Will require buy in from Admin and members

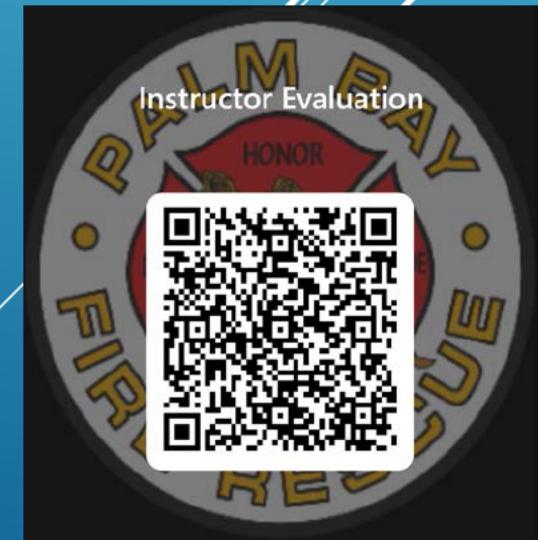
Build a strong training culture and a team of
passionate instructors that see this as the future of
their department

As you turn out a quality product, more members
will want to participate in the process

Respect goes 2 ways in training

Expect the same from your instructors as you do from the recruits: PT, skills, attitude, actions, appearance, etc.

Accountability with recruit/instructor evaluation QR Codes



Respect and encourage individuality from recruits as long as it falls within the parameters and expectations of the program

Extract, harness, and promote their special talents, skills, and personality

Encourage participation in other areas of the department that fit their skills and talents

****Select Subject Matter Experts****
Find the best instructor for each module

Create training for team building and encourage recruit bonding. Promote competition but limit infighting amongst recruits.



Build to scale for size of department and recruit class

No less than 4 weeks – generally no more than 8 weeks depending on amount of subject matter and number of students



For bigger classes assign a class lead and squad leads to teach recruits and promote chain of command

Rotate your squad leads but maintain your class lead unless behavior dictates otherwise



Standards, data and metrics can be used to improve training, keep track of progress, and set new standards for recruit training and on duty personnel for physical fitness and individual training modules such as forcible entry, ladder placement, hose pulls, etc.

Can use AI to compile times and stats for data usage

POST TRAINING EVALUATIONS FOR RECRUITS
3, 6, and 9 month evaluations and check offs by LT with
station rotation at 6 months
1 Year of Probation

Conduct exit interviews with recruits for feedback to
improve quality of training

FAMILY DAY!

Final day of recruit class families of all recruits are invited to attend a picnic at the training grounds

Recruits perform training drills
Recruits graduate and receive their station assignments



Grants and funding are available for exercise equipment and training equipment. Build inventory from class to class

Get creative with funding ideas. Reach out to City/County grant writer for ideas

Local businesses want to help the fire department too!

Big or small, just get started!

Start with one instructor and find subject matter experts!

Where there is a will, there is a way!



For consulting assistance with your recruit
training program or for fire department
presentations:

Contact Information

Alex Barna VI

321-525-2677

Barna6vi@gmail.com

📸 TAKE A PICTURE! 📸