

Tips to Attract Talent

1. Company reputation
2. Career progression
3. Company culture
4. Personal fulfilment

Company reputation

It is imperative that a firm has a positive reputation in order to attract the superior candidates as jobseekers view reputation as a vital cog when deciding what companies that they would like to work for.

This point is solidified by some of the statistics in the factsheet. Companies renowned for their positive culture and success will be able to attract the strongest candidates simply based on their reputation as good candidates will research this in advance. Reputation is so important that, according to Indeed, 56% of the labour force wouldn't apply for a role with a company who has a poor reputation or little online presence.

Career progression

The expectation of career progression is also central to an applicant's decision-making in terms of applying for a job, whether that is progressing their career by using your company as a stepping stone to bigger things, by working their way up the ladder through internal promotion or simply individual growth and pay rises.

Ways of ensuring career progression to jobseekers include a well-defined, well-known and successful training scheme, as well as a company culture that prioritises internal promotion. Foundations built on internal promotion are instantly more attractive to a candidate than a company that mainly hires externally.

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Company Culture

To successfully advertise a role to prospective employees, a strong and distinguishable company culture has a big impact. A diverse workforce, flexible working, and regular team bonding days are all reminiscent of a well-built company culture.

It's not realistic to completely overhaul a company culture at short notice. However, it can be gradually improved by improving things one thing at a time. Examples include offering more annual leave to employees or lunches paid by management. Employees in organisations with longstanding principles may find it difficult to accept such alterations, but potential applicants will find the business markedly more appealing.

Employee testimonials on the company website or job ads is a reliable way for candidates to gain a better understanding of what it is like to work at your company.

Personal Fulfilment

Employees want to be sure that they are valued and that their work is having a positive effect. They also want to know the role that they play has a bigger picture. These applicants will aim to make a concrete change and stand out from the rest. When attracting candidates, organisations must make it clear how they will be appreciated and how they ensure this.

Recommended techniques employers could use are regular performance review meetings and a consistent and satisfying rewards system. As well as that, companies should explain how candidates can contribute to the decision-making process in the business. These methods can significantly assist businesses in making this sense of fulfilment central to the recruitment process, hence attracting better candidates.

