ATTRACTING TOP TALENT
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HOW TO ATTRACT TOP TALENT?

Attracting top talent is one of the leading challenges HR professionals face today and the ‘war for talent’ is not slowing any time soon. It is vital to any organisation that the right talent is hired as it is the people that make up the essence of a company and essentially the success of one.

There are a limited number of skilled professionals out there and as such, organisations are waging war with each other trying to find the best. To attract the best talent, the employer must be willing to offer the most attractive deal, since it will be these ‘in-demand’ professionals that can pick and choose where they want to work.

Considering this, HR professionals should establish what drives and motivates talented professionals. This understanding will help a company’s recruitment and retention strategy, as they bring in present and future talent.
PAY GENEROUSLY

In a recent survey conducted by Williams Kent, people’s salaries are still considered as the primary decision maker when deciding whether to take a job or not, and is still the number one reason why people leave their jobs.

However, employers shouldn’t count upon the fact that paying premium for someone means that they will stay. There is no guarantee of long-term loyalty because a competitor can offer an even more attractive salary.

The pay may attract someone to your company, but if they aren’t enjoying where and who they are working with and for – how long do you think they will stay?

Therefore, an organisation should only view pay as one factor of an overall reward package as there is always people who are able to pay more. So, to make sure all bases are covered, a strategic reward package should be considered in order to retain top performers.
COMPANY CULTURE

Developing your company culture is vital when attracting new talent and keeping them. The first thing to consider is whether your employees are engaged, as a thriving workforce means that they are working to the best of their ability and that is an attractive proposition and will attract external talent.

Top performers will often consider whether the company culture aligns with their personal values. If there is a strong link between their personal values and the company, then it becomes a place where they want to work. Therefore, organisations should clearly promote the beliefs and values that form the foundation that the company is built around. If an employee shares and believes in the company values and vice versa then this can have a real positive impact on employee engagement across the board. Hence why company culture will attract like-minded people and presenting this clearly will increase the chances of appointing the best candidate possible.
EMPLOYER BRANDING

Employer branding, closely related to the company culture, is the external aspect of attraction. If you can get the internal model right, the business model right, then this will quickly develop a company brand as being ‘employer of choice’, then the external appearance of the company becomes more attractive. Being the employer of choice, strong brand recognition and a positive reputation easily becomes the more popular place to work.

The first thing to get right is the people. Employees views regarding the workplace can highlight the strengths and weaknesses and will aid in the attraction of top talent, for example, if a workforce is happy and motivated then they will entice their network, thus becoming a company that people would love to work for. Therefore, working on motivating and engaging your existing employees is critical in the art of quality talent attraction, as they are the company’s most powerful and credible source of advertising and testimonials.
FLEXIBLE BENEFITS

The results from the survey, also suggested that employees value non-monetary benefits over money based incentives, despite the difference in ages this was valued universally. This is becoming more apparent, since the workplace is getting to the point of having five generations, and having a ‘one size fits all’ benefits package will not satisfy the lifestyle choices anymore.

To attract top talent, you should be flexible with benefits, and allow them to make their own choices, this can increase the length of employment, as employees who have selected their own benefits will be more satisfied than employees with limited choice. Employees with benefits such as flexible working and with some form of extra holidays, felt trusted and felt that they were being treated with a mature approach, meaning they were happy to work for their employer and felt valued, as the benefits were meaningful and personal to them.
DEVELOPMENT OPPORTUNITIES

One of the common questions asked in an interview – what is the career progression? The talented individuals out there will always want to develop themselves personally and professionally and will have a clear direction that they want to go – which is usually up, up, up the career ladder. They want to know that by investing their talent in the company they will improve their career prospects and develop their existing skill set. Therefore, by offering ongoing training and development, an employee will feel that the company is serious about investing in them, thus keeping them for longer.

Progression is a critical factor in job satisfaction, and if there is little or no opportunity for future progression or vertical movement in the organisation, chances are they won’t be taking that risk and staying in a dead-end job.
“If this document helps us get our talent attraction and retention right then why would we need to use an external recruitment firm?” Is that what you are saying? The problem with internal recruiting strategies is that you may not have the time, the capability or the know-how of how to recruit ‘top’ talent.

Recruitment agencies have access to a wide and varied pool of talent, consisting of jobseekers, passive seekers and those who are not even looking. You may not know who the high performers are in your industry, but specialist recruiters will have the sources and the network to know exactly whom you need. If you want the best, chances are the best are already with another company, however if your company is able to offer them an opportunity that is more attractive, these high performers may just be willing to pursue it.

Furthermore, they have the ability to negotiate on behalf of the employer and the potential employee, ensuring a mutual beneficial agreement can be reached, maximising the chances of a successful hire.
The interview process is a very important piece to the puzzle when hiring top talent. Top candidates are, by definition, in demand elsewhere and they won’t wait around for you. Being too busy is not an excuse, and being unprepared is just as bad, therefore priority should be given to the interview process, if you want to hire the best talent, otherwise you could end up with a second/third choice.

Top performers are no dummies - they will know when they are being given a terrible and sloppy interview, and for this reason you should make sure that you put the best people in front of the candidates that you want. The interviewers are the first people that the candidate gets a feel for, and therefore needs to impress.
THE ONBOARDING PROCESS

Hiring top talent is only half the battle; to win the war you have to actually keep them. This is why the onboarding process is important for retention, as the aim of an induction programme is to introduce and integrate the new employee into the organisation. Explaining carefully to the new employee the company policies and procedures will ensure that there is less room for mistakes and confusion, thus an easy transition of their old work style into the new one.

It is never easy to go into a new organisation so an induction programme should be designed to provide awareness of company culture, values and behaviours which will then allow the employee to fully integrate with their colleagues and enhances team working from the outset. Everyone likes to feel welcome and a part of a team!
THANK YOU FOR READING

- If there are any topics you would like more information on then do let us know

- Alternatively, if there is any comments or feedback you would like to give then send us an email at contact@williams-kent.com and we will get back to you!

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