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OUR FRESH THINKING

**Why would any top talent want
to work for your company?**



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Hiring top talent in today's ultra-competitive labor market is excruciating. Now fully aware of their worth, top talents are deservedly selective, only settling for the finest work opportunities and environment.

According to a ManpowerGroup Talent Shortage Survey, companies are experiencing a 16-year high in talent shortages, with 75% of companies struggling to fill open positions.

With top talents holding the aces in the labor market and extremely finicky about the opportunities they entertain, should you drop your standards and settle for average or below-par candidates?

That would be a terrible idea – and here is why!

Just one bad hire costs you \$15,000, with Zappos CEO Tony Heish admitting that bad hires have cost Zappos \$100 million!

Given the high stakes, you have little to no choice but to play ball, jump into the ring, and slug it out with other companies for the cream of the talent crop.

The bigger question now is: what parameters do top talents assess a company with when evaluating the possibility of working for such?

SUMMARY HIGHLIGHT

A company's social media platforms are an effective way to attract, or repel, talented job seekers. Make sure you have a presence that projects your company in a positive way.

Don't underestimate the vetting process of top talents. They screen companies as effectively as companies screen new hires.

Today's top talents know their worth and want to be employed by companies with strong brands, an employee-first culture, and a desire to help their employees reach professional development goals.

Working remotely is an opportunity top talents find attractive. They also want to keep their business and personal lives separate. They'll work hard for their employer, but want their space after hours.

Find ways to keep your employees engaged with their colleagues and enthusiastic about their roles within the company. Actively disengaged employees harm morale, disrupt the workplace, and cost you financially when they leave.



Positive personal experiences from current employees are one of the best ways for attracting new teammates.

Top vetting criteria top talents deploy to estimate a company's suitability

For the next few minutes, let's drop our employer regalia, cross to the other side of the job market fence, and evaluate what job seekers pursue in their dream employer.

Top-class employer branding

How damaging is bad breath on a first date? That is how cold-bloodedly poor employer branding murders your chances of recruiting top talents in the job market.

Not only does poor branding hurt your chances with top talent, but it also costs you more money. According to LinkedIn, you can slash your cost-per-hire by 50% with good employer branding.

Why is this? It's because the best talent wants to see themselves as part of something great.

According to Glassdoor, 75% of job seekers apply for positions advertised by companies that invest in garnishing their employer brand.

If you are serious about attracting the absolute best talent, your employer branding needs to be top of the class. You need your website to exude utmost professionalism and your social media platforms to showcase inclusiveness and positive work vibes.

You want to transmit an employee-focused culture on your social media and press releases, which leads us to the next point.

Current and past Employee feedback

Few things pull in top talents like happy employees – and few things scare these talented ones away more than negative employee experiences.

Feel free to ignore your lawn but never ignore

the feedback current and past employees post online about your company.

Glassdoor gives us a better statistical depiction of the criticality of employee feedback on your company. According to Glassdoor, 86% of employees and job seekers will research company reviews and ratings to decide where to apply for a job.

In the eyes of job seekers, employee experiences in your company are a preview of what they can expect. Negative feedback about your company left on job boards by employees and candidates can persuade interested applicants to look elsewhere.

Do your best to manage these reviews. And if you can, encourage your employees to leave positive reviews of your company on top job boards. Positive personal experiences from current employees are one of the best ways for attracting new teammates.

Employee development track record

The best available employee prospects want to know your company will facilitate their career progression. 87% of millennials consider professional growth and career development a core metric for applying or accepting a job offer.

Would it be a slow and painful staircase climb to the industry's top as your employee or an accelerated elevator ascension?

Well, top prospects will check the career progress of your past employees to find out. They will want to know if there were high-quality opportunities for your previous employees and if your company served as a springboard for their professional growth.

The best and brightest talents will investigate the internal growth of your current employees, as they will not be content with a lack of upward mobility.

Net Promoter Score

Fundamentally, the Net Promoter Score (NPS) is a traditional business growth metric for evaluating how loyal your customers are. The NPS gives a strong perception of how happy your customers are with you and how long they tend to stay.

While the NPS is not the most obvious job seeker metric for evaluating your company's suitability, coveted candidates will go as far as checking how loyal your customers are.

The NPS is a strong indicator of your company's future. Customer loyalty is a rational predictor of your future growth regarding how fervently you acquire and retain customers.

Forward-looking job seekers – typical of top talents – want to work in companies with higher customer satisfaction scores.

They know happy customers are vital for a company's sustainability and growth, which affects employees. High customer approval scores assure them of economic stability and lesser market upheavals during their time with you.

6.5 steps for your company to attract, retain, and develop top talent

So how do you get these top-rated business prospects onboard and your current ones to stay? Let's explore a 6.5-step framework for pulling in throngs of top hires while keeping those you already have engaged enough to stay long-term.

1. Emphasize a strong company culture and identity

It is no revelation that today's job seekers ardently investigate your company's culture. According to Teamstage, 46% of job seekers prioritize company culture.



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To attract the best talents, you want to promote a robust work culture that radiates excellence, cohesiveness, and trust.

You want to build a corporate identity that communicates refinement and authority, distinguishing you from competitors in your industry.

Your company must have a distinct identity. While not being dismissive of the peculiarities of individual employees, a strict code of respectfulness in employee relations and topnotch deliverables must exist.

Top talents enjoy strong work cultures where performance is as critically evaluated as the personalities and demeanors of the colleagues behind the brilliant KPIs.

Inclusiveness and diversity are integral components of a winning work culture that attracts the best hands in the labor market.

According to Deloitte, 47% of millennial job seekers actively seek diversity and inclusion when evaluating a potential employer.

Job seekers want culturally heterogeneous work environments where they wouldn't have to apologize for or work harder because of racial underlining.

2. Provide attractive opportunities for growth

As established earlier, job seekers want a growth-conducive company that facilitates their career progression.



You will miss top candidates if you don't have a strong online presence, especially on social media.

Your company must build a solid growth framework entailing employee training and mentorship programs, networking opportunities, and avenues for vertical mobility, or promotion, within the company.

Top candidates are understandably voracious for knowledge and upskilling. Understanding the dynamism of the modern workspace, job seekers know they need to “professionally microwave” themselves with the latest skills and technologies to stay fresh and prevent going stale in their industry.

Regularly invest in top courses for your teams and encourage those even in non-IT-related niches to gain technical skills.

Mentorship programs where experienced employees or industry veterans can directly disseminate knowledge and guidance to employees are invaluable.

Also, try to hire within your company, encouraging internal growth. LinkedIn's 2021 Workplace Learning Report reveals that employees work in companies that hire internally more than twice as long as employees in companies that don't.

3. Evangelize your brand online

Today, we live in a highly digitized society with the white-haired granny leading the next TikTok dance challenge down the street.

You will miss top candidates if you don't have a strong online presence, especially on social media.

Social media channels like LinkedIn and Instagram are massive digital window dressing platforms you want to use to show your goods and how fun and

progressive it is to work in your company.

You want to be intentional about the personality your social media presence communicates. Millennials love companies with decent employee fun moments plastered across their social media channels.

Supposedly minor elements like fun employee trivia and social bonding pictures on your social media can enormously amplify your company's attractiveness in job seekers' eyes.

4. Keep a close eye on employee engagement

To attract top talents while retaining your best teammates, you must monitor employee engagement more closely.

According to Gallup, 51% of employees are disengaged in the workplace, meaning they are actively seeking other employment opportunities, while 13% are actively disengaged. What does actively disengaged mean?

It means they are sharing their workplace misery and unhappiness with their colleagues. Active disengagement can kill morale in a workplace.

Gallup estimates that companies with low employee engagement suffer turnover rates that are 18% to 43% higher than highly engaged teams.

You want to keep the fire burning in your employees. Find innovative ways to spark enthusiasm and sustain the romance between your employees and their job responsibilities.

Leverage incentives, healthy internal competitions, and employee reward and recognition schemes to ensure employees look forward to each morning at work.

Once burnout comes into the room, employee productivity jumps out through the window head first. Little wonder Tonerbuzz reports that 33% of employees who quit their job say they got bored with the position.



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5. Quality recruitment and onboarding process

Back in school, you didn't dare keep the cheerleader waiting for you on a prom date, did you? Well, not unless you were the hottest date in school!

Similarly, you don't want top talents working unnecessarily hard to get into your company if you are not the *financially hottest* employer like Google and Apple.

Given the massive competition for them, lengthy and unproductive hiring processes don't cut it for top talents anymore.

CareerBuilder reports that nearly 60% of job seekers quit online job applications mid-way due to their length and complexity.

But do job seekers keep their disappointment with an amateurish recruitment process to themselves?

No, they spread it judiciously to their peers and whoever cares to listen.

According to Guidance Talent, 80% of job seekers who experience an unsatisfactory recruitment process openly tell people about their bad experiences.

And guess what? Over 30% of these unhappy candidates spread this negative news proactively.

6. Offer proportionate flexibility

The average employer wants to milk every cent of the salary he pays his employees out of such employees, even getting them working in the kitchen.

But times have changed, no thanks to the work-life balance penetrating and dousing mainstream recruitment.

Top talents now prefer opportunities that respect their personal space. They want taller *borders* between work and their personal life so that work doesn't readily spill into their private time.

Top talents unavoidably want more flexibility and possibly a remote working arrangement. They work a malleable work schedule that readily bends to their personal life.

According to PRO Unlimited, 90% of employees prefer a role with remote options. More specifically, CareerBuilder reports that remote and hybrid jobs attract seven times more applicants than in-person roles.

6.5 Offer commensurate compensation

We can't discount your compensation package's influence on the attractiveness of your advertised job position. Top talents want a remuneration package that reasonably reflects their experience and the proportion of value they bring to the table.

This doesn't necessarily connote that a fat paycheck is all you need to get your HR's inbox stacked with applications from the best talents in the market.

That said, if your hiring budget is constrained, you may buffer the salary with some psychological wages. Provide a competitive work environment where innovation is at the heart of operations.

Some top talents are open to buying into the vision of your company. This is especially true if you have an ethically-inclined company purpose.

For example, championing environmentally-friendly initiatives can pull in top talent without Apple-grade salaries.

According to PwC, 65% of people across China, Germany, India, the UK, and the US want to work for an organization with a strong social conscience.



Top talents now prefer opportunities that respect their personal space.

Final thoughts

As we enter the last quarter of 2022, now is a great time to evaluate this year's successes and the things you could have done better. Doing this allows us to enter 2023 with our foot on the throttle.

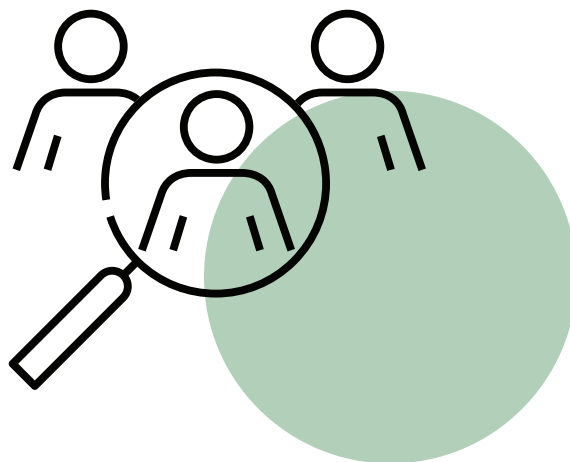
It sounds cliché, but the world really has changed a lot the past few years, and businesses, employees, and prospective employees have had to change with it. Those businesses willing to change quickly adapted while others did not and have since closed.

Employees and job seekers had to change as well. The most significant change for most was the necessity to work remotely, which is now a typical work day for many.

Working remotely leaves many cubicles and offices vacant, so it's imperative to remember these teammates and keep the process of getting to know your employees personally intact. You may have to become more creative to inspire or praise a remote employee versus one in the office.

Likewise, sitting at a table interviewing applicants and making personal connections with them has been replaced with Zoom meetings, which can be impersonal.

So while this article highlights the critical aspects of influencing a top talent to work for your company, let's be mindful that business relationships aren't as personal today as they were just a few years ago. Put in the extra effort to remove any barriers that may restrict team building because one of the greatest assets employers can offer current and future employees is their personal attention and recognition.



ABOUT THE AUTHOR



**Michael D. Brown,
Senior Managing Partner
Global Recruiters of Buckhead**

Michael D. Brown is a Global management expert, and award-winning author of *Fresh Passion: Get a Brand or Die a Generic*, *Fresh Customer Service®: Treat the Employee as #1 and the Customer as #2 and You Will Get Customers for Life*, and *Fresh Passion Leadership: Become a Distinct, Branded Leader or Extinct Generic*.

Michael is a sought-after speaker and thought leader on the topics of *Talent & Human Capital Strategies*, *Competitive Customer Experience*, *Laser Focus Personal Branding*, and *Profitable & Sustainable Business Growth*.

Leveraging his track record of delivering competitive commercial results, developing and executing competitive talent & human capital strategies, Michael continues to partner with organizations eager to leverage top-tier talent for transformative growth and results. Together, these partnerships lead to the Unlocking and Unleashing of World-Class Talent, enabling the achievement of ultimate potential for the individual and organization.



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