



# Winning The War On Top Talent

By Ryan Garratt

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## Seven Steps To Winning The War On Talent

As a Hiring Manager you are evaluated based on your ability to attract and land the top talent that exists in your industry. Regardless of what employment statistics tell us or what economic factors and trends we experience. The bottom line is that there is an ongoing and never relenting challenge for Hiring Managers to make a conscious effort to evaluate and improve their recruiting platform and attraction strategy.

This report will share with you some top techniques and best practices to ensure you have a comprehensive and robust strategy to **win the war on talent for your organization.**

**Step One** - Your organization's website.

Take a look at your "join us" section. If don't have one, it is advisable that you create one. Does it just list open positions with a quick paragraph on the history of your company or does it tell a compelling story of your organization's culture, your value proposition and what others who've joined your firm have accomplished since joining? Although listing vacant positions seems logical, consider the opportunity of talking less about what you need in a new hire and more of what you offer to someone in their career.

Consider sharing testimonials from recent hires who can attest to the significant differences now that they are with your firm.

Share newsletters or quarterly updates with photos from events and cultural initiatives.

Take photos of the interactive events you host in your company. Things such as bring your kids to work day or group volunteer efforts or sports teams.

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Consider creating a video with clips from around the office community and spotlight on superstars. This can be an effective way to share your firm with any prospect considering applying to your organization.

## ***Step Two - Job Boards***

Evaluate any posting you have on any job boards or the internet. Is the posting a job description that includes specific requirements for the position like the number of years of experience or the type of degree someone needs, or the listing of soft skills that are desired. If so, consider replacing that information with information that highlights the challenges or responsibilities and authority to be experienced by the individual who fulfills this role.

Successful postings sell first and screen second. If someone is currently employed in this role with your competitor, what can you say to differentiate your opportunity from the one they are currently in? Even if a candidate is unqualified, you as a Hiring Manager should desire to be in the position to turn that candidate away instead of missing the opportunity to evaluate the individual in the first place.

Review how much ad space is currently being used to explain the fundamental duties and responsibilities of the position and how much of it was used to attract and sell passive candidates to the organization. Another small tip in this area is to apply for one of your postings either through your own website or through an external site and see how smooth a process it is.

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Be on the lookout for what information fields are cumbersome, what drop down selections are limited or what kind of email or communication is received after you push submit. You want to be the one that experiences those frustrations and fixes them before any candidate experiences the same and it put off.

## ***Step Three - Internal Referral***

Take a look at your internal referral program. With most internal programs, success does not rely the prize associated with the referral, but rather the consistent reminder that the program exists. How frequently are awards distributed and how public is the announcement that hires were made due to a referral? Employees do not refer friends and colleagues because of a cash reward, but due to a deeply rooted belief of the opportunity that exists for those friends and colleagues once they've joined the firm.

## **Step Four - Track Success**

Track the effectiveness of hiring methods and sources. Of the hires made in the past two years, what was the originating source of each of those hires? Include hires no longer with the organization if possible. Once that data has been compiled, do not make a ruling based on number of hires alone. Just because more hires were made by recruiters, doesn't mean that the internal referral program should be abandoned. With each hiring method, take a look at what is working and what can be improved. Create a process to keeps in touch with exceptional alumni from your firm, individuals who have left the organization whom you wished wouldn't have to increase the chances of you working together again or when circumstances may align.

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## **Step Five - What's Your Story?**

When was the last time a recruiter shared with you the specific story they would be sharing throughout the market regarding your opportunity and organization. Not only is it important to control the message that is being delivered, it's important to not miss out on the chance to just generate some tremendous buzz as a result of canvassing the passive market.

Make sure you know how your name and story are being shared with passive but viable individuals in the industry. Unless of course the search is for a confidential replacement or you requested otherwise. This results in hundreds of individuals within your competition learning about your growth, your innovation and advancements. Making sure the stories are being shared throughout your industry helps you maintain a proactive pipeline to prospective hires and puts you in the position to land the best hires on an ongoing basis.

## **Step Six - Keep A Pipeline**

Remember to keep a strong pipeline of viable prospects for your toughest positions or areas. So if the need does arise, you have an immediate candidate pool proactively identified.

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## Step Seven - Use The Experts

Contact a reputable Staffing/Recruiting Firm. There are several types of recruiters, but the mechanics and psychology of recruiting are all the same.

**Corporate Recruiters** are employed by a company for the purpose of finding and qualifying new employees for the organization. Third party Recruiters are subcontracted to by a company for the same purpose. Several different types of third party Recruiters exist, but the main difference between them lies in how they are compensated.

Both third party Recruiters are paid by the hiring company, but retained Recruiters typically have an "exclusive" arrangement with the company. They are paid a portion of their fee upfront with the balance paid when the search is complete. Retained Recruiters are typically used and particularly effective for executive level positions.

**Contingency Recruiters** don't typically have an exclusive relationship with the company. They are paid a fee only if the company hires a candidate discovered through their efforts. (Most third party recruiters fall into this category.)

### **Staffing/Recruitment Agency offers the following services:**

- Search resumes in their database
- Post ads through suitable recruitment channels
- Interviews and test candidates
- Propose the best candidates for the available position(s)

These are just a few successful strategies for winning the war for talent. For additional ideas or to talk further about search on your behalf, we look forward to talking with you soon.