

# PERSPECTIVE

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Attracting The Right  
Candidates

What are you  
repping online?

Candidates are googling  
your company, and  
making decisions on  
whether they want to  
apply to your advertised  
openings..

These are some of the things candidates are looking at before they apply to your job.

- Glassdoor reviews: What are your current, and past employees saying about your company?
- They are looking at your corporate blog. Was the last time you posted over a month ago? Longer? What type of message do you think that ends to a prospective applicant?
- They are looking at your Twitter feed. Are you brimming with exciting pertinent news or is your feed a long thread of buy our products, and visit our site?
- What is your game? Is there a mission statement or motto on your website that would give the candidate some insight into the focus of the company?

# How are you making a positive impact on the local community

- Are you sponsoring local events?
- Are you partnering with schools or non-profits?
- Are your employees donating their time to worthwhile causes
- Is your organization raising funds for charity?

Creating jobs is no longer enough. In order for the Rockstars to sign on they must buy into the whole sha-bang.

Attracting the right candidates starts long before you advertise a job opening..

## Some additional markers

- Corporate culture is not as important as the employee experience. From how a candidate finds, and applies to a job, to on boarding, conflict management, and career pathways. These all contribute to the employee experience. The focus is on streamlined simplicity, and memorable engagements. It is a talent-driven market, you have to attract, and maintain the attention of your employees, or your direct competitor will.

# THE NUMBERS

Engaged  
Employees

29%  
Millennials

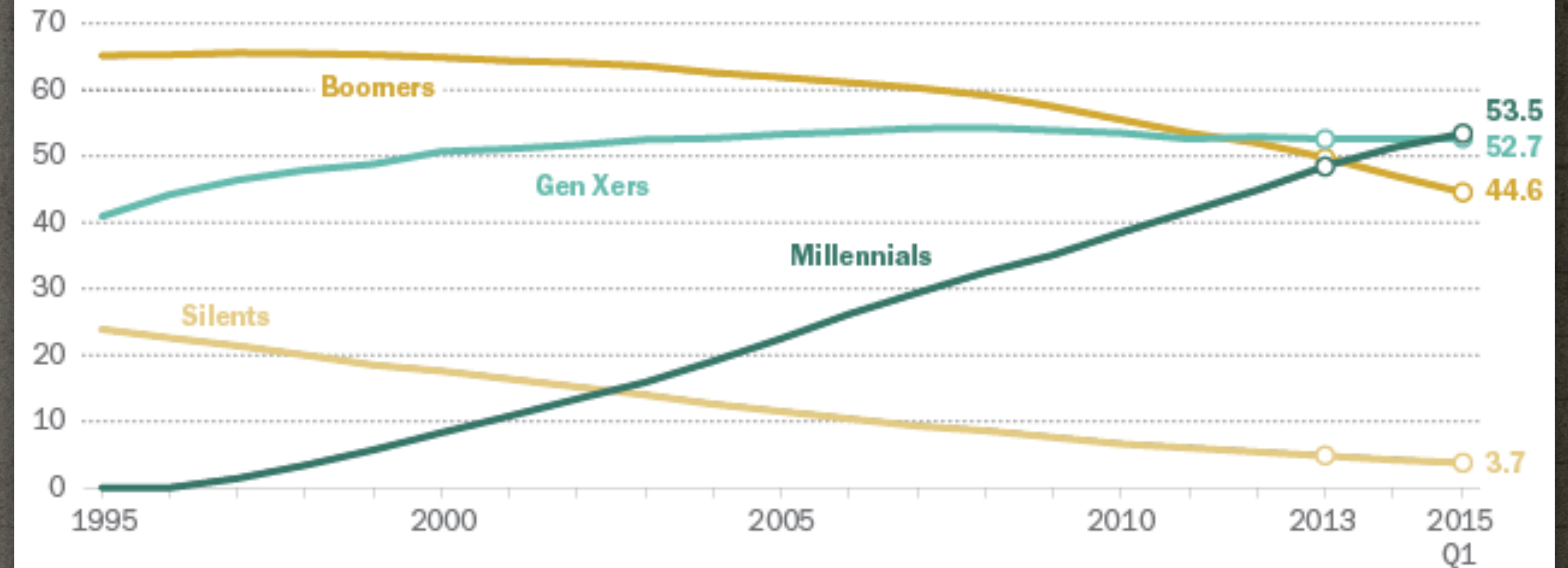
55%  
Gen X

According to a recent Gallop poll Millennials are currently the least engaged workforce. They look for things like professional development, mentoring, continuous feedback, and purpose in a job. Where they work is almost as important as what they do. It is a lifestyle choice, and the organization must be able to provide more than just a paycheck. Millennials are also known as the “Job Hopper Generation” Millennials currently comprise 36% of the workforce, and by 2020 46%.

Millennials are currently the largest labor force in the United States.

### U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

## Why Should I Work for *You*?

Can you  
answer this  
question?



The tables have turned. If you cannot honestly answer this question, you will miss out on attracting, and ultimately hiring the right candidates.



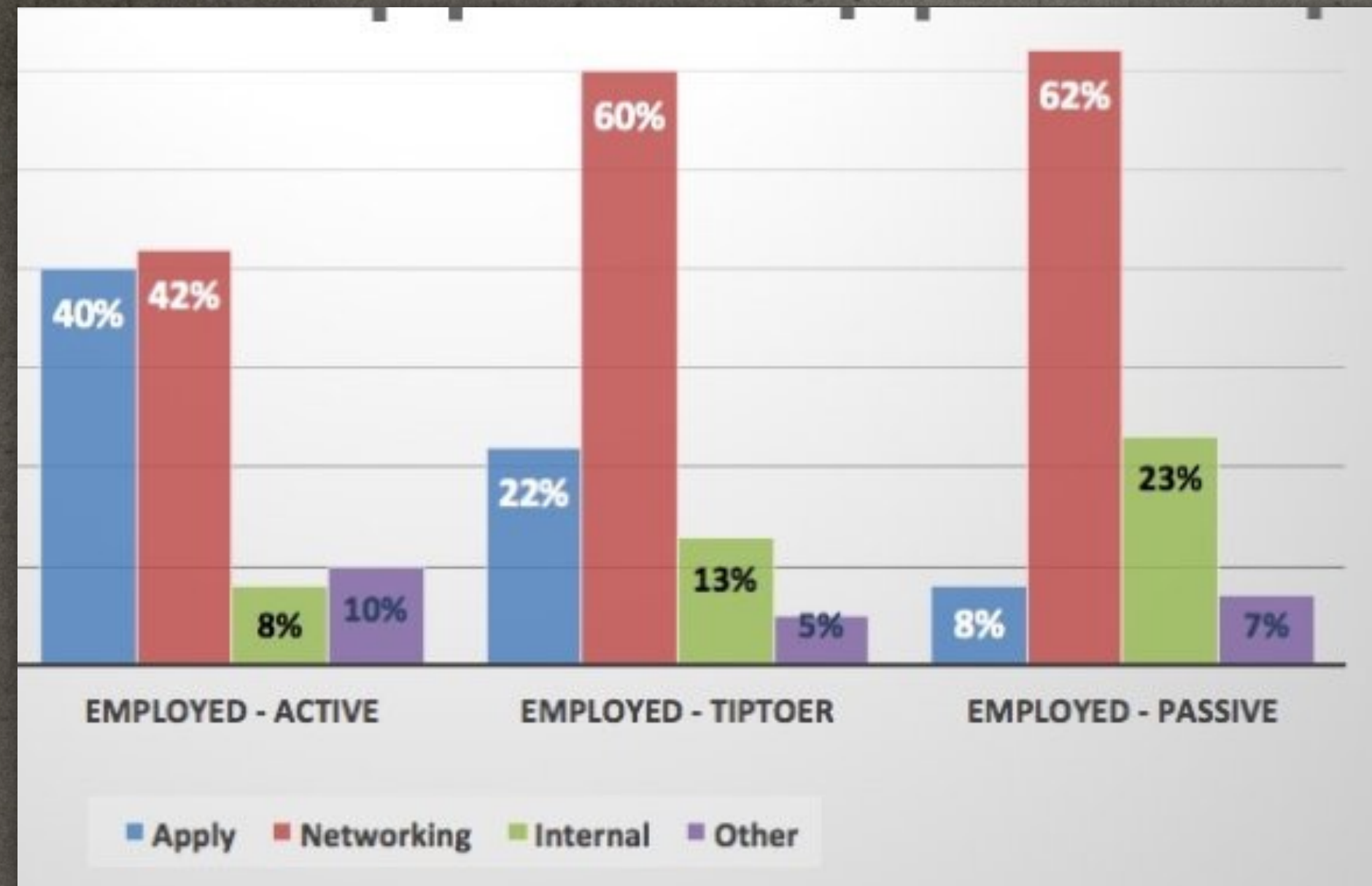


According to the CIO article *4 Ways Your Competitors Are Stealing Your IT Talent*, companies are attracting, and even luring away the right candidates by offering monetary incentives, and providing competitive benefits, and perks.



Your direct competitors are also enlisting the help of niche-specific search firms. This is a highly effective strategy because specialized firms recruit for the same roles over, and over, and often have a robust pipeline of passive candidates they can reach out to on your behalf..

A recent survey by the Adler Group shows that most jobs are filled by networking/referrals.



When employees feel valued by the organization, they are more inclined to refer friends, former colleagues, and family members for your current openings. This is a candidate attraction strategy that yields the highest return on investment

As evidenced there are many ways to attract the right candidates, but the most impactful by far is having great employees that love the organization. This type of organic brand loyalty will in time create the kind of “buzz” money cannot buy..

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[RecruitingAwesomeness.Com](http://RecruitingAwesomeness.Com)

- **What candidate attraction strategy are you using?**

- **Wishful Thinking**
- **Luck**
- **Spamming the job boards with ads**
- **Recycling old candidates**
- **Participating in Job Fairs**

Barring employee referrals

Hiring a niche role/industry specific search firm is one of the best ways to fill your critical need openings in a timely manner.

A really good firm can also help you set up an internal employee referral program.

# Benefits of engaging our firm

- Unparalleled 6 month candidate guarantee
- One dedicated search consultant for the life of the search
- Confidential headhunting/search services
- Flat fee pricing available
- Referral network
- Niche focus
- Competitive turn around time

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