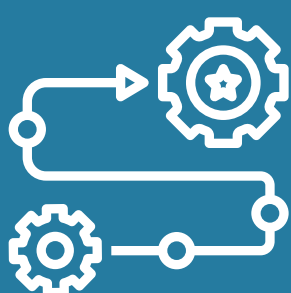




5 Things to Consider When Competing for Top Talent in Today's Market



1. Companies that are successful in hiring top talent have streamlined processes.

- ✓ Have frequent live touch points with candidates you are interested in
- ✓ Don't lose a quality hire due to the number of steps in the interview process

2. Close the gap between the market value of a candidate & the target pay range.

- ✓ Research average pay for the role & cost of living for that region
- ✓ A small pay gap can be overcome by focusing on culture, career progression, hiring process, etc.



3. Create a consistent message for the entire team to exhibit during interviews.

- ✓ The #1 cause for declined offers is a negative perception of the interviewer or hiring manager
- ✓ Focus on selling the candidate on why your company is a great place to work

4. Discuss opportunity for growth early in the hiring process.

- ✓ Outline opportunities to advance during the interview process
- ✓ You'll get the best qualified person today if you focus on the future



5. Increase retention by putting a focus on the employee's career.

- ✓ Follow up on the opportunities you discussed during the interview
- ✓ Don't avoid talking about "the next job" - it shows that you are investing in the employee's career