



Winning the War for Talent

#3 in a six-part webinar series

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Attract Top Talent

This webinar focused on attracting top talent, why people want to work for you and strategies to increase the attractiveness of your company. Alex addressed how to become better at attracting, hiring and retaining the impact players for the PT/MC industry.

Passive and Active Candidates

The types of candidates that your organization is pursuing today versus what you should be targeting impacts the efficiency of your efforts to recruit. Reduce the types of applicants (passive) that are not qualified for the job by solely focusing on the type of candidate (active) that best suits your needs. A good recruiting partner helps to identify passive candidates and pitch the company story on your behalf. Approaching both types of candidates are equally important after sifting through who is skilled for the position and who is not. What is the best way to find passive applicants? Utilize tools like LinkedIn recruiter and develop partnerships and alliances with outside recruiting organizations.

Passive Candidates: ~4 interviews to fill a role with passive candidates

- Gainfully employed
- Not actively looking for employment
- Open to conversations about new positions
- Not actively applying unless engaged
- Casually browse job listings

Active Candidates: ~11 interviews to fill a role with active candidates

- Not employed
- Proactively searching
- Set up job alerts
- Actively applying (shotgun approach)

Mix of Candidates

Companies that exclusively pursue passive talent see a huge gain in efficiency. It typically takes four interviews to fill an open position with a passive candidate. Do not abandon or eliminate your traditional approach but be open to continuous improvement by increasing the mix of passive candidates that you're talking to, as well as the active ones.

How Many Interviews Does It Take?

In a survey of all the candidates in the Miller database (20,000) over 60% of them said, they don't want many interviews. 83% of those surveyed said one to two interviews should be sufficient for an organization to decide whether a candidate is a good fit for that job. The following examples can help improve the efficiency of how you interview so that the candidate doesn't lose interest in the position:

- Change one-on-one interviews with individuals on the team and have everyone present at an interview.
- Don't stretch out the process; you know whether that person is going to be a good fit within the first 15 minutes of the of the interview.
- Do not take an excessive amount of time to schedule follow up interviews so that the candidate doesn't have an opportunity to choose a different company to work for.

Give a Comprehensive Offer

When it comes to compensation, quality data is important to research. Factor into account the median salary of existing positions. Depending on the industry, there's a great amount of variability in terms of what people are being offered for the same exact position. A well-researched competitive offer can attract an individual into that position based on the current supply of that type of labor in the local marketplace and the competitive offer that the marketplace is demanding. Use platforms like salary.com or laborIQ.com to give accurate data on salaries in your market.