



## **Winning the War for Talent**

#2 in a six-part webinar series

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### **Attracting the 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 discussed why you should not oversell your company's culture and what candidates are focusing on within your market.

Prospective candidates consider:

- Word-of-mouth reputation of the company for which they want to work
- Company values
- Digital media, e.g., is your social media and web site easy to navigate

### **Four Pillars**

There are four pillars focusing on the elements that make your organization attractive and stand out from your competition when it comes to hiring and recruiting new hires. Sell new candidates on what makes your industry great and how successful they can be participating in the market.

- Markets are not static or monolithic; they change and evolve over time.
- Products and the services that your individual companies address the market with. Explain why your offering is positioned to take advantage of growth.
- Teams are the people that are going to be surrounding the individual. If they were to take the job what would be their responsibilities within that team?
- What is your company's mission other than making money? What do you do for society or to make this a better place? If your company does not have a mission look to Nike, 3M, Walt Disney or Wal-Mart as examples from which to learn from.

### **C.L.A.M.P.S**

This acronym represents what candidates expect from their employer and workplace. It can impact their decision-making ability, whether to join the organization or not and if they will feel catered to. Today's job candidates want to feel like the things they care about are also important to your company. Prioritizing these factors will help you understand that candidates are seeking positions that come with mentorship and opportunities for advancement and career growth.

- Challenge is the work itself, technology, and the market they are working in.
- Location means the geography and the ability to live and work where they want.
- Advancement is the ability for the company and team to provide career growth and increasing responsibilities.
- Money is the overall compensation including benefits.
- People are the managers and coworkers they will work with and learn from.
- Security is the likelihood of long-term employment. How stable is the job and how likely are they to be able to keep that job long term along with the actual physical and healthcare element of security?

### **Individual Priorities While Interviewing**

Candidates' priorities vary during the interview process. Historically, interviewing includes multiple rounds of being asked the same questions. Tailor the interview to be more conversational and hit the high points of the company. Explain what the candidate will care about within your organization; this will have more of an influence on candidates accepting an offer vs. choosing to interview elsewhere.

### **Pitch Your Company**

What makes your company attractive? Highlighting these attributes in a sales and marketing manner allows people to understand why your organization is special and will be the pathway to their success.

- Think of attractiveness and really pitching the message to the candidate.
- Understand what motivates everyone, realizing that people are quite different and the things that they care about are going to be different.
- Structure conversations in a way that is going to present the best foot forward for your organization for that candidate.

### **Open Conversation**

*Is there a way to fix Glassdoor profile? What do you do if disgruntled ex-employees leave bad reviews?*

You can contact Glassdoor and pay to have bad reviews removed. Implementing such a strategy can be tricky and costly if the disgruntled ex-employee continues to post after you pay to have their review removed. Have a conversation with the employee. Address their negative experience with empathy and offer a solution—a better approach than playing it down.

*What are a few important questions to ask the candidate during the initial interview?*

How do you want to evolve as a professional? Follow up with talking about the potential opportunities to do so with your organization. This will give insight into what they would like to be

doing within your organization in the future. It will also allow you to see if the candidate has done any research on your company and if they have a long-term vision.

*Looking for more insight and resources to help with your hiring and retention efforts, visit [ptda.org/PTWorkForce](http://ptda.org/PTWorkForce), or contact Tracy Weber, senior director, PTDA Foundation at [tweber@ptda.org](mailto:tweber@ptda.org)*