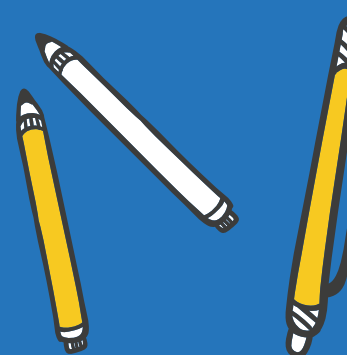
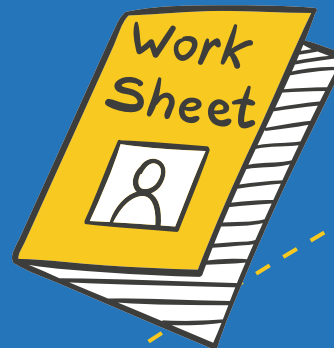


TALENT ATTRACTION



An expanding Technology sector and increase in hybrid work means new tech, new roles, new talent, and more competition. To attract and secure the best talent requires a hard-working employer brand, a desirable proposition, plus quick and efficient communication throughout.

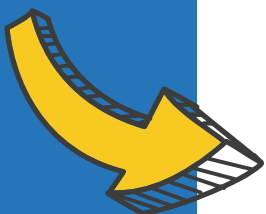
Print this worksheet and use it to support you with your attraction strategy.



VALUES

What are your company values?
Can you provide evidence of these values in action? And what do they say about you as a company?

List your values and for each one capture a 'value in action' and think about how this sets your business apart.



Value	In action	How this sets us apart

Now consider...

How do/should we communicate these values externally?

FLEXIBILITY

Increased flexibility is no longer an added perk, it's now widely incorporated into role packages at some level.

Every candidate is different, so think about tailoring your role package to suit a variety of individuals. How comfortable are you with remote working arrangements? and what flexibility do you require as an employer?

Consider a role that you are likely to advertise and write down all the flexible benefits (current or hypothetical) that could support a variety of individuals looking at your advert. Now decide if each flexible benefit satisfies you as the employer and explain your decision.



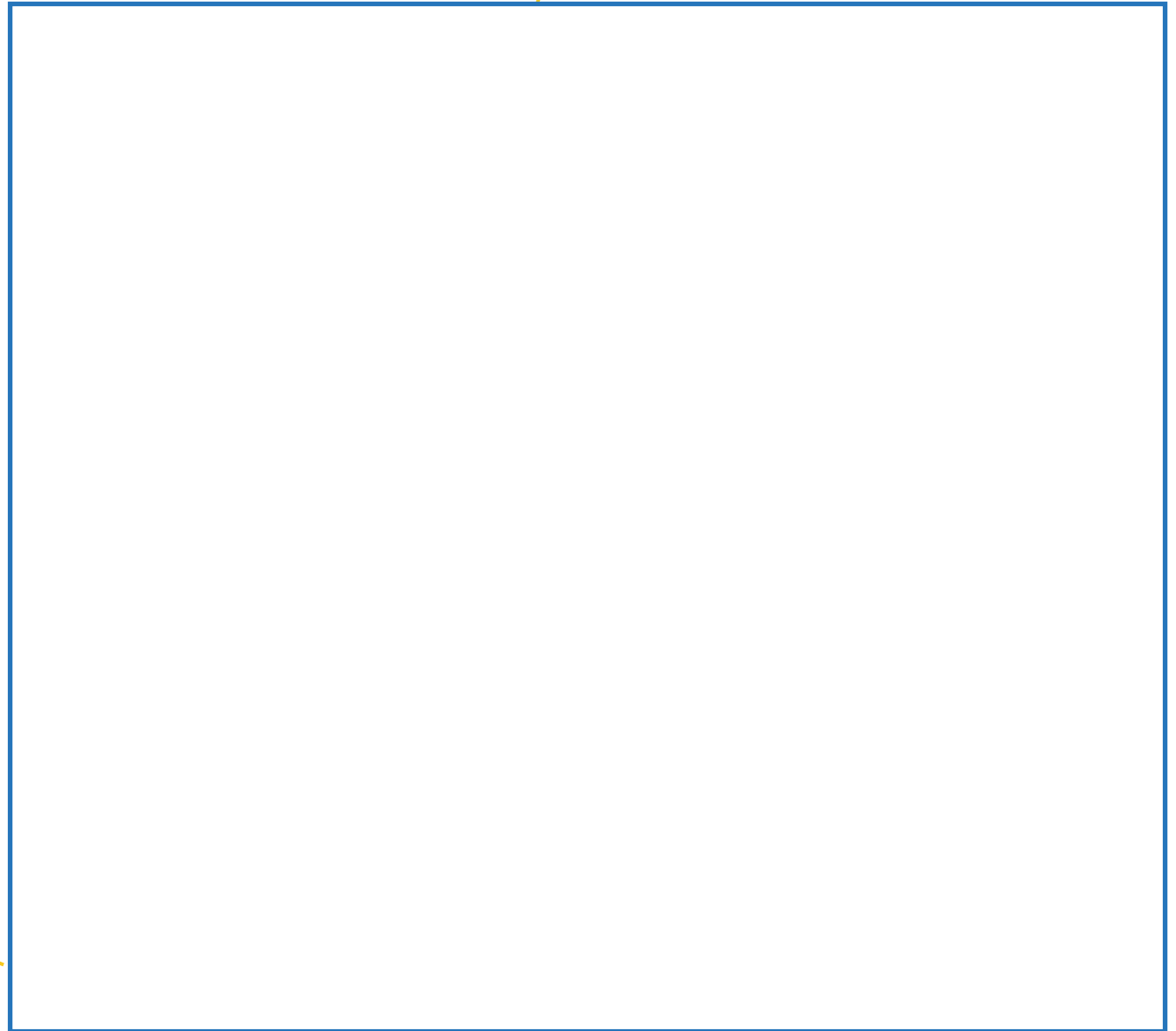
Flexible Benefit	Y/N	Explain

What else could be deemed a flexible benefit that may not be offered by the competition?

SMOOTH PROCESSES

Once you've attracted a candidate you don't want to risk losing them because of slow complicated processes. You want to minimise any resistance to hiring so communication should be quick and succinct and any documentation ready to go.

Document your current candidate journey from initial communication onwards. Look for ways to improve your process and identify any gaps.

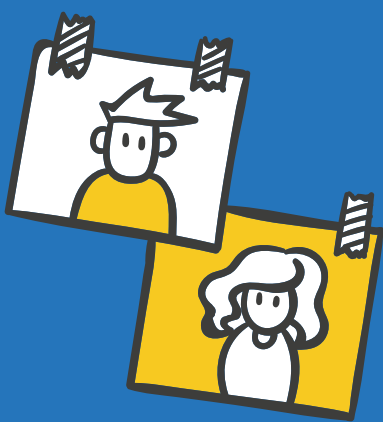
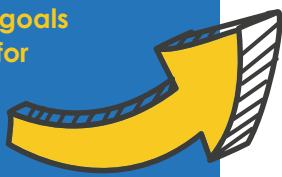


INCLUDE IN THE VISION

Show your candidate that you see them as a valuable long-term member of the team and help them visualise their contribution to the business and the future vision.

Often employers are so focused on the immediate requirement that they don't sell the long-term gain. But illustrating the vision could be the incentive that tips the balance.

What is your business vision for the next 2,3,4 years? What makes it irresistible for candidates looking to join? List your top 3 business goals and why they are attractive for someone joining the team.

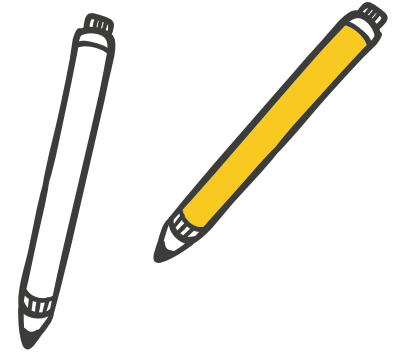


Future goal	What makes this desirable for X candidate?

DIFFERENTIATE

With competition fierce it's important to understand how you are different and why candidates should join you.

Think creatively and remember that even the smallest ritual/ perk/ collaboration/ campaign/ project could set you apart in a crowded market.



What makes you different?

GET IN TOUCH

For support with your recruitment strategy please get in touch with us:

www.applyrecruitment.co.uk

| 0161 393 9780

| contactus@applyrecruitment.co.uk

