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6 reasons why top talent are 'put off' from joining a company...

...and solutions to retaining employees

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Attracting the best talent.

Attracting the right talent to join your team is crucial to thrive as a business.

Rather than simply hiring someone that can 'do the job', look for smarter talent that can drive innovation, scale your business and ensure business transformation. This strategy of recognising talent will ensure your company is always improving. Improvement and success go hand in hand, and success breeds success.

"Ok, we'll hire the top talent we hear you say", however securing top talent in today's market poses significant challenges.

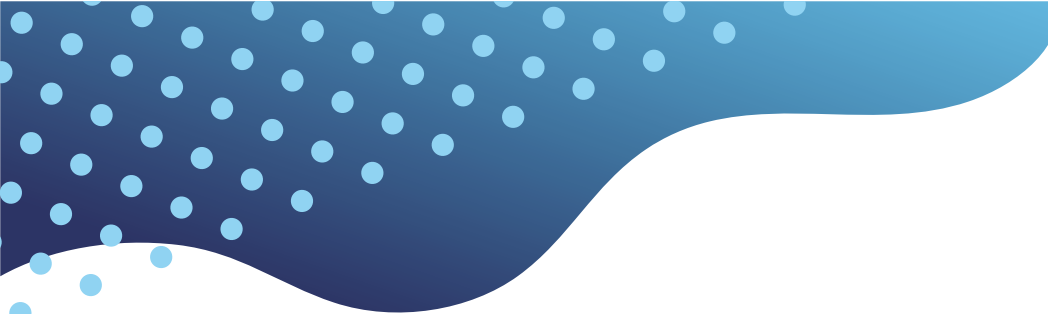
So how do you attract the best talent? And get them to stick around? Well, we've studied the issue in depth, Here's what you need to know about attracting the best talent and keeping them from jumping ship.

"The secret of my success is that we have gone to exceptional lengths to hire the best people in the world."

Steve Jobs



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1. Yes, we're talking salary!

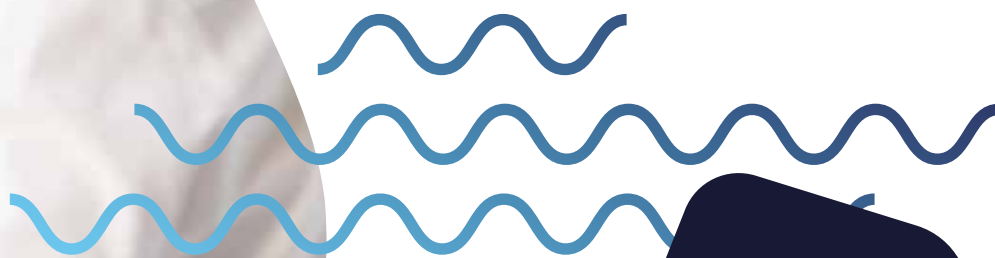
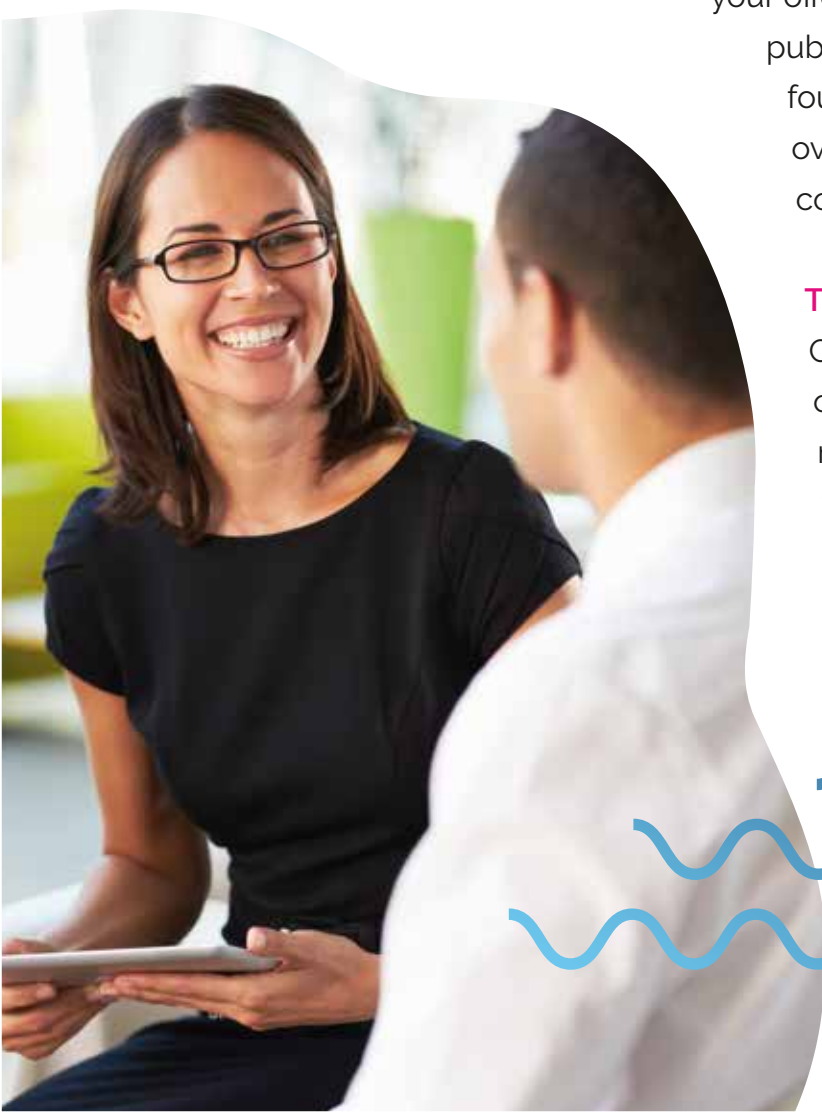
Ok so money isn't always the top priority when considering a new opportunity. But let's stop shying away from this subject for a moment. After all, we all work to get paid.

More important than that, everyone has an expectation of what they are worth. Being offered a salary on the lower end of this is often received with disappointment.

Further to this the candidate will feel inclined to reject your offer. However, there is a plus side. A report published by the Harvard Business Review found that people value career opportunity over salary when deciding to work for a company.

The Solution

Check to see if the salary you're offering compares to the sector's national average. Remember, it's better to offer the higher end rather than go straight in with the lower end of this salary average.



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2. Progression.

Reports show that this is the top reason that high performing talent chose to leave their current position.

Organisations and businesses with little opportunity for career progression will continually struggle to secure and retain high performing talent. So how can you make the most of career pathways to hold onto your best employees?

Any promotion is met with a pay rise and added responsibilities. But there is so much more at stake from this point onwards. Recognising that whilst the candidate has many of the key elements to succeed in this new role, having a larger team to manage and added workload will require training and mentoring. Top performers may be technically skilled but may lack emotional intelligence and the ability to manage others without support.

The Solution

Offer training and support. Giving a candidate the tools to succeed will also provide a sense of belonging, loyalty and gratitude (and far less inclined to leave!)



3. Culture.

People are becoming increasingly more mindful of the type of company they are employed by and the type of company they want to join. They're interested in working with businesses and organisations where they feel there is a synergy of beliefs, values and attitudes – otherwise known as a cultural fit. Cultural fit is hugely important to jobseekers.

If a candidate feels there is a misalignment of your values, beliefs and attitudes to their own, or if they struggle to understand your company culture, they won't want to work for you.

The Solution

Attract people who match your company culture by ensuring everyone who works with you is clear on the company's values and mission, talk about your culture in detail on your careers page and communicate your values through your marketing.

77% of adults across four countries (US,UK, France and Germany) said they consider a company's culture before applying for a job with them.

Glassdoor's Mission & Cultural Survey 2019



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4. Reputation.

Your reputation, often termed as your 'employer brand' and has been around for a number of years. It refers to your reputation as an employer and your employee value proposition i.e. what you offer your employees in exchange for their experience, skills and talents. Having a positive employer brand is crucial for retaining and hiring the best people.

The Solution

To create and maintain a strong employer brand your employer branding must be on point. This means involving the whole company in the process and possibly bringing in outside assistance to help mobilise it. You should also remind your staff of your employee perks and assign employer advocates who are responsible for spreading the word on how great it is to work for you.

Also, don't overlook the importance of your hiring process. Regularly assess it and flag up any areas for improvement that may be causing candidates to have a negative experience.

84% of jobseekers abandon a job application after reading negative reviews of a company, and 50% of candidates won't work for a company with a weak employer brand.

Report collated by TalentNow

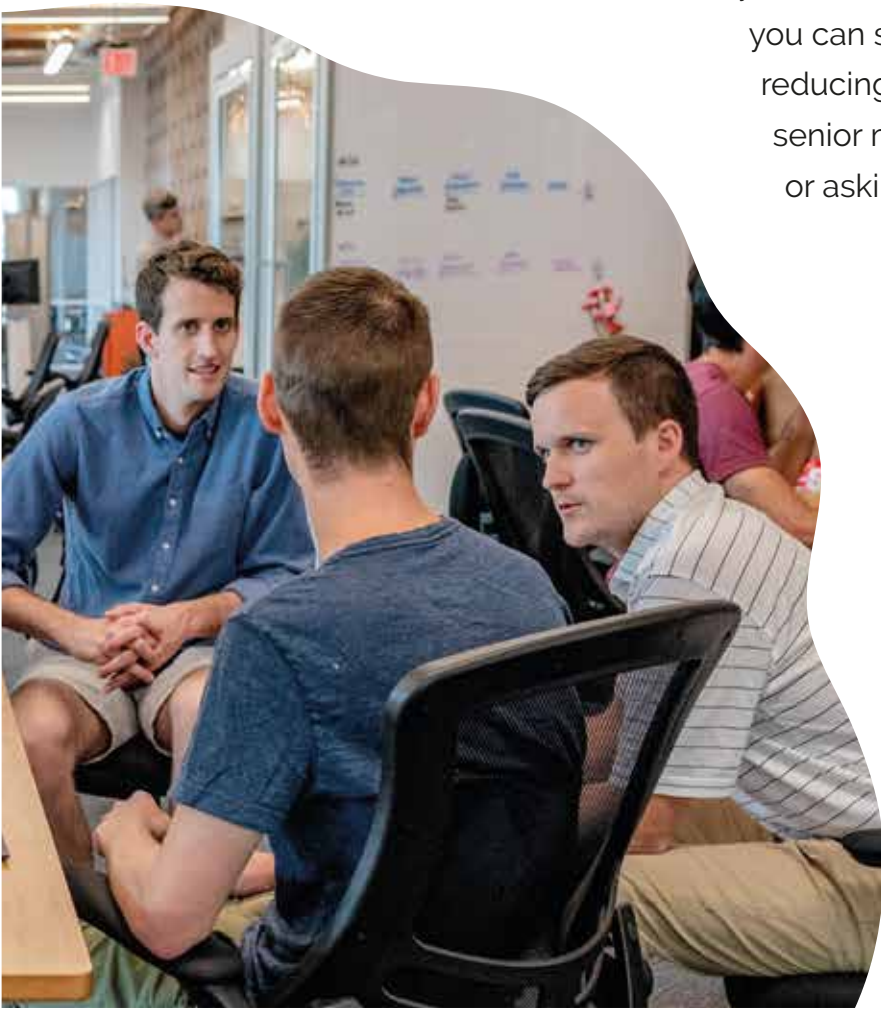
5. Don't take your time!

You'll understand better than most that the job market is incredibly competitive and that candidates will likely be interviewing with multiple companies.

Therefore, the time you take between interview and offer is paramount. You can't afford to drag your feet when it comes to making an offer. If several days (or longer) are passing between the final interview and an offer been made, it's possible that the candidate has already accepted a position with another company.

The Solution

If your slow hiring process is making you lose candidates, think of ways in which you can speed up the process, such as reducing the number of interviews, involving senior managers in the interview process or asking for references upfront. .





6. The finer details.

Contract terms should always be discussed upfront and especially before the time of the final interview. Failure to do so, could lead to a misunderstanding or a candidate rejecting an offer because they've found something in the contract they believe to be unfavourable or unworkable.

The Solution

Tackle this early on. Avoid losing candidates at this final stage by making the conditions of the role clear in the job description and during any initial discussions you have with the candidates.



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