

# HOW TO ATTRACT TOP TALENT

5 effective strategies you  
can implement today

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Finding and hiring people is hard. Finding and hiring top talent that is the right fit for your company and the role is even harder. And now with the shifting job market, it's even more difficult to compete for the talent you need.

We want to share five effective strategies you can implement today to attract top talent. These strategies are designed to help you meet candidates where, when, and in a way that is most likely to attract them to apply and interview with your company.

**“80% of employers hiring mostly industry and manual service employees are having a hard time finding qualified workers.”<sup>1</sup>**

## 01 NETWORK

If you aren't currently networking you're missing out on a significant opportunity to widen your pool of candidates and compete in the marketplace for employees. Like those looking for a new job, networking can be just as useful in securing talent. The U.S. Bureau of Labor and Statistics reports that 85 percent of jobs are filled by networking.

Networking is a long-term hiring strategy. Those who may not be actively looking for a role, but are qualified, may be open to a discussion later on. Networking also acts as a filter for candidates, ensuring those you get in the door are the right ones. And it makes it easier to attract applicants when the market is especially competitive — like it is now.



## How to start networking

Treat your prospective employees like customers. Candidates need to be aware, interested, and considering your company and role before they apply or accept a job offer. It helps to segment and approach them strategically.



**Build a profile:** Before beginning to network, put together a profile of what your ideal candidate looks like based on skills and experience. Make profiles specific to the role and match it to the job description. Whether it's you or someone else in your company doing the networking, a profile is the first step in filtering through candidates.



**Identify events, platforms, or networks to participate in:** Networking can be performed in two ways – online and through face-to-face interactions. Networking doesn't mean you have to be on all the sites and at every event. Just like a creative marketing agency might look to Pinterest, a construction company might focus on job fairs for candidates. Think strategically about where your ideal prospect might be and focus on those few locations.



**Build your reputation:** As you begin networking online or in person, candidates will look for more information about your company. Having a website, social media presence, and profile on job boards will allow them to research and gain answers to the initial questions they may have. It also looks professional and provides a good impression that you're a serious employer.



**Maintain communication:** As you build your pool of candidates, maintain communication with them. After an introduction, invite them to coffee or lunch – especially if the relationship was formed online. It might not be possible for everyone, but meeting in person helps build trust in a relationship more quickly.

If you find networking too time-consuming or costly, the easiest way to incorporate it into your hiring process today is to reach out to your existing employees. Notify employees of open positions regularly and encourage them to share the roles on social media – offer an incentive if you have to. Many organizations will provide a bonus to employees who have recruited a new team member after that team member is hired and has been at the company for a specific period of time.



The best candidate could be your current employee’s neighbor, spouse, friend, or family member.

There will be people you network with who don’t work out. But that doesn’t mean they won’t later on. Retain a list of potential candidates like a virtual bench for future roles. Having three to five names you can immediately reach out to when a position becomes available builds stronger connections and gives you a leg up on recruiting. Timing may be better at a later date, and as the next strategy covers — timing is everything.

## 02 TIME IT RIGHT

Just because you have open positions today, doesn’t mean the talent you want is available at the same time. Hiring requires patience. Timing your hiring strategy isn’t always possible, but if you can, it increases your chances of finding candidates ready for a job offer.

### Ask yourself these questions as you consider the timing of a hire:



**Is it the right time for you?**

You should be ready to accept applications, review resumes, and start interviewing before posting a job. Decision-makers involved with hiring should have weighed in and are available to start the hiring process. And you should be able to afford to make an offer and provide a start date. If you’re not able to do one or more of those things — reconsider the timing. One way to ruin your relationship with a prospective employee is to put them through the hiring process then tell them it’s delayed.



### **Is it the right time for them?**

Timing an offer when a candidate is most interested is tricky. But you can ask questions in the interview process to get at this. How long they've been looking, how they feel about the role, and how they feel about their current position are questions that can help you evaluate their interest. It'll come down to feeling them out more than anything, but ask pointed questions that indicate their readiness.



### **Is it the right time of year?**

Different times of the year may provide more candidates than others depending on your industry and type of role. For example, timing a hiring surge for entry-level positions in the spring when high school or college students are graduating can increase your pool of candidates. Alternatively, be wary of times when applicants may be busy. Spring break, summer vacation, and winter holidays aren't usually a time people want to be interviewing – whether an employer or an employee.



### **Is your process too fast or too slow?**

The timing of when you start the hiring process is important, but so is the timing of the process itself. If you're moving too fast, speed can sacrifice the quality of your candidates. You might be limiting the number of applicants you review or cutting corners by skipping valuable interviews and not following up on references.

On the other hand, too slow and your candidates will get other offers. If you're requiring a lengthy hiring process such as multiple IQ tests or 5 or more interviews – your candidates may not only get other offers but withdraw their application entirely. Asking for some investment from prospective employees is important, but asking for too much can deter them.



# 03

## WRITE BETTER JOB DESCRIPTIONS

If you haven't been able to network as much as you'd like, job descriptions may be the first impression of your company and the role that a candidate has. But there are also legal requirements for job descriptions. Pay range and benefits information is required in the state of Colorado. But if you're in a state that doesn't require that information, including it can set your job description above the rest.

Most importantly, a poorly written job description can attract unqualified candidates. Knowing how you can write better job descriptions will attract better applicants and save you time.

### 7 Tips to improve your job descriptions:

- 1 Write for them, not you:** Don't get caught up in writing all the requirements of the job and what you need from them. Remember to share what you can offer employees in return.
- 2 Avoid gimmicky language or fluff:** Talking about how you're a premier employer of the Denver area sounds nice, but isn't useful.
- 3 Consider the job title:** Some job titles might include things like "ninja," "wizard," or "wrangler." Even though it might be fun, it's not helpful to job seekers. Save amusing titles for internal use and provide a title more likely

to appear when job seekers are searching for specific terms.

- 4 Check for grammar and spelling:** Just like you expect candidate applications and cover letters to be free from error, so should your job descriptions.
- 5 Don't get overly wordy:** Sometimes including too many details and requirements can overwhelm a job seeker. You want to provide enough information so job candidates understand what the job entails, but not too much that they feel they won't be up to the task.
- 6 Link to more information:** Another way to avoid being overly wordy and provide the next steps after a candidate has applied is to link to more information. Share your website, careers page, or employee testimonials to get candidates excited to learn more.
- 7 Get creative:** Job descriptions don't have to be basic – find ways to highlight your culture. Paint a picture by writing a day in the life of the job or share a video that highlights the office and current employees.



# 04

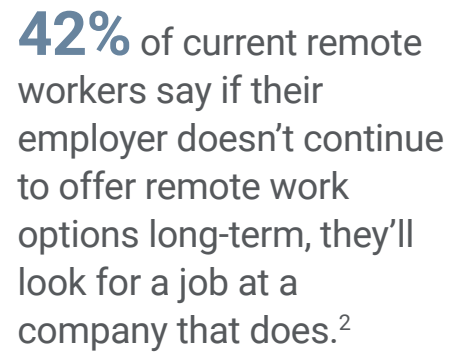
## OFFER REMOTE FLEXIBILITY

Offering fully remote or hybrid roles increases your access to talent and provides unique benefits to candidates. The COVID-19 pandemic made it clear that companies can be successful with a remote workforce. But even hybrid workplace options provide unique benefits to employees and employers.

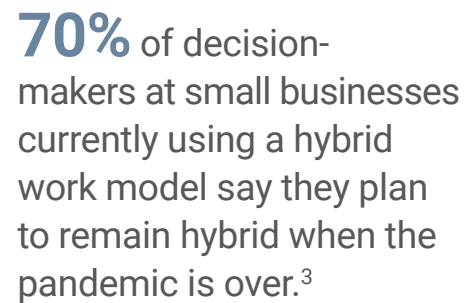
Offering remote flexibility gives you access to skilled workers that may be limited in your geographic location. And for some positions, you're able to find more affordable talent located in other regions.

Your company may be somewhat familiar with working remotely — *hiring* remotely is a whole other matter. As you post jobs, you'll need to broaden your list of locations or be clear about what locations can apply. Most job boards also offer a "remote" location option. Keep in mind, though, that you'll need to be legally prepared to hire remote employees in some states.

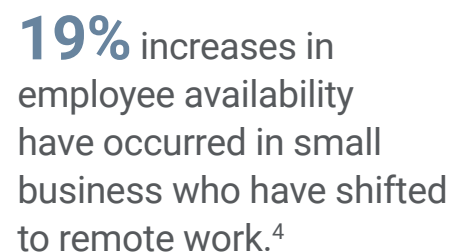
It's even more important to provide company information to remote candidates. Some remote employees may never go to the office or meet you in-person till they're hired. On your website, job platforms, or in the job description highlight how many remote workers you have and talk about your success with remote work. Then link to resources where they can learn more about the company.



**42%** of current remote workers say if their employer doesn't continue to offer remote work options long-term, they'll look for a job at a company that does.<sup>2</sup>



**70%** of decision-makers at small businesses currently using a hybrid work model say they plan to remain hybrid when the pandemic is over.<sup>3</sup>



**19%** increases in employee availability have occurred in small business who have shifted to remote work.<sup>4</sup>

<sup>2</sup> The Future of Work Report, Morning Consult, June, 2020

<sup>3</sup> Hybrid Work Survey, GetApp, April 2021

<sup>4</sup> Intermedia and Sapio Research study, April, 2020

# 05

## OFFER COMPETITIVE BENEFITS

Benefits communicate that you care about your employees' health, future, and overall well-being. Offering benefits is voluntary for many small to medium-sized businesses. When you can provide them it gives you a competitive advantage over those that don't. And when considering a remote or hybrid workforce, your benefits may require a re-assessment. So here are two steps you can take to improve your benefits.

**88%** of employees would consider a lower-paying job over a higher-paying one if it had better quality health benefits.<sup>5</sup>

### 2 steps to improve your benefits:



**Conduct a market analysis.** Many employers conduct a market analysis annually to keep their benefits and pay ranges competitive and comparable to the market. If you're hiring remote employees this can be more challenging – you'll have to consider broader markets or evaluate which markets make the most sense.



**Get feedback from current employees on your benefits.** If you don't know what benefits matter most to your employees it will be difficult to curate the ones that will attract top talent. An anonymous employee survey before your open enrollment is a great way to get insight. If you find participation in some benefits is limited to a handful of employees – those benefits could be worth sacrificing. Cost savings could be put toward a more popular benefit program or employee pay.

**Curating competitive benefits is one of the most impactful ways to attract top talent. But it's also one of the most expensive and time-consuming aspects of running your business. Using our HR services can make it possible to curate compelling benefits and implement all of these strategies while saving you time and money.**



## HOW WE CAN HELP

We can help you implement these strategies and the steps that come after so you're not only attracting top talent but retaining them.

As your HR partner, we cover the administrative burden of hiring, paying, and managing your new employees. We have a platform that will make it easier to track all your applications. Then we'll cover your new hire paperwork, consult with you in developing an employee handbook, and help develop a strategy for your employee onboarding. Most importantly, with our buying power, you can choose from some of the most competitive benefit packages available. Our goal is to make it easier for you to attract and retain your new employees so your business can continue to grow.



Reach out to us  
to learn more



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