

topic:

How to Recruit Top Performers

advice:

As a leading executive and professional search firm, our clients often ask what they can do to better attract top performers into their organization. Below are a few ways organizations can recruit “A” players:

Process – An organization should continually review and refine its hiring process. The hiring process is like the game of golf. A great golfer will excel at all aspects of the game (driving, chipping, putting, etc.). In order to hire top talent, your organization needs to be good at all aspects of the hiring process (recruiting, evaluation of candidates, selling your organization’s value proposition, presenting strong offers, agile applicant tracking systems, etc.). If any one part of the process is lacking it could hinder the ability to hire the best candidates. Also, this process needs to be fast! “A” players will be lost to other opportunities if there are significant delays.

Sourcing/Referral Network – Organizations should focus on recruiting “passive” candidates. Usually the best candidates are not actively looking for a job. You will not find them simply by posting the position on your website or job boards. Organizations need to develop recruiting techniques that reach “passive” candidates who are not actively looking, but open to hearing about a career advancement opportunity. Also, organizations should build a referral network of leading industry talent, even if there isn’t a current need. When a need does arise, these existing relationships can be drawn upon as potential candidates; thus, recruiting efforts don’t have to start from scratch.

Value Proposition – Hiring leaders need to create a strong value proposition to present to candidates during the interview process. In most industries there are many great employers and “A” players have options. A value proposition could include strong financial performance, stability, growth opportunities, positive cultural characteristics, work /life balance, and community involvement. The interview is a two way street. Candidates are evaluating if an organization is the right fit for them. Even if a candidate is ultimately not offered a position this is important because word spreads around the industry and it reinforces your company brand.



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