

How to Attract Top Talent to Your Company

In today's competitive job market, where top talent determines the course of a company's success, it is wise to use inventive recruitment techniques to attract the brightest and the best.

Social media is in the contemporary forefront for attracting talented individuals to your company. A well-placed twitter or LinkedIn post listing your company's benefits and requirements can bring surprisingly positive results. Not only that, but it costs your organization nothing to advertise for positions using this method. The key is to post notices that stand out and draw attention to the unique qualities of your business. Rename the job title to sound more attractive. A poorly written social media ad can actually scare candidates away.



Industry's associations are also excellent places to look as they can hold entire pools of labor that have the same leadership characteristics.

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Exceptional Leaders... Keep Their Key Employees

Exceptional Leaders know that losing critical employees can be a significant blow to an organization. Moreover, in today's economy, companies are more vulnerable to turnover. Ambitious people need to feel that they are valued. They need to be challenged, appreciated, rewarded and respected. Exceptional Leaders ensure these needs are met. Most resignations come from dissatisfaction with the boss, the culture, the job, career progress, or, on occasion, inequitable compensation.

Exceptional leaders are alert to sources of satisfaction and dissatisfaction among their employees. They take the necessary initiatives to make changes when needed and continually "market" the value of working for the organization.



Thought Provoker

- Do you continuously promote your "employment brand" both internally and externally, emphasizing the value of being a part of your organization?
- Are you aware of the dynamics of the current the job market and the potential for your people to be recruited by competitors for their skills?
- Are you close to your employees to know what is really going on with them in terms of their job satisfaction?
- Do you have a feedback system in place such as an employee satisfaction surveys?

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One Minute Ideas

Gallup Daily News

Gallup has studied human nature and behavior for more than 75 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization.

Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide.

Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in more than 40 offices around the world.

Check it out at www.Gallup.com



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Institute of Dynamic Leadership is seeking qualified applicants.

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An untold number of talented job recruits are passive job seekers who find their positions through referral by another person in the same industry.

Networking events give small businesses the chance to get higher visibility in their industries and they afford the possibility of identifying potential employees. They also allow businesses to stay in touch with and remain fresh on the minds of their contacts and relationships.

“The interview process itself is one of the most important steps in attracting top talent.”

In the interview, the potential employee can show you what he or she can do, and it's also the perfect opportunity for the company's benefits to go on display. You can expose your company's competitive edge to the recruit.



People who represent your company in the hiring process must become convincing ambassadors for your company. The bottom line is that when the talented job candidate reviews all of his offers, it is important that your job offer stand out among the rest.

By offering attractive monetary incentives, companies can attract talented workers. However, non-monetary incentives are also important. Things such as company get-togethers can give the candidate a satisfying sense of unity and connectedness. However, offering equity shares of the company can accomplish this as well. If the economic crisis prevents a particular organization from offering competitive salary rates, the equity route can be an impressive way to compensate.

If you have any questions about this article, or about how we can help you with your current hiring needs, contact us today! ♦

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“Ordinary people think merely of spending time.
Great people think of using it.”
~ Unknown

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- Do your managers treat employees with respect?
- Does your culture foster a sense of belonging and opportunity?

Exceptional Leaders create employment loyalty by providing a great place to work. ♦

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“You are only as strong as your purpose, therefore let us choose reasons to act that are big, bold, righteous and eternal.” ~ Barry Munro

