10 reasons

Why Top Tech Digital talents won't join your team

We all know that in time of fierce competition, getting the right talent for your team is crucial to thrive as a business. We can help you attract top talent.

"

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

Steve Jobs Chairman / CEO
& Co-Founder of Apple

Right talent
Effective strategy

According to the U.S. Department of Labor, the price of a bad hire is at least 30 percent of the employee's first-year earnings. For a small company, a five-figure investment in the wrong person is a threat to the business.

Based on a report by CareerBuilder, 39% of employers identify a loss in productivity as the number one cost of a bad hire, with 33% identifying lowered employee morale as the number one cost.

We all know that in time of fierce competition, getting the right talent for your team is crucial to thrive as a business.

But the problem is that finding and competing for high quality candidates in today's market poses significant challenges. And even so when you have to keep pace with your current projects and core responsibilities.

Getting the right talents for your organisation means you can build high performing teams, ensure that knowledge is transferred, achieve company objectives, scale your business and be competitive in an ever-changing environment.

You can then enjoy great career advancements, the financial rewards and bonuses that go with it and spend more time outside of work and enjoy your personal life without having to feel stressed, frustrated or self-conscious of your professional performance.

If you get it wrong, a bad hire can have catastrophic impacts on your business and not only in terms of cost.

More than financial costs, a bad hire will have ripple effects on the rest of your business leading to more internal inefficiencies and affecting your employee morale and performance creating potential loss of customers, poor quality or product/service, etc.. not counting how this will impact you on both a personal and professional level (and affect credibility and leadership abilities, your bonuses, decrease your energy level, etc..)

To avoid these consequences and all the ripple effects these could have on your business and professional career, we will share with you the main 10 reasons explaining why business leaders in your industry do not get the talents they want.
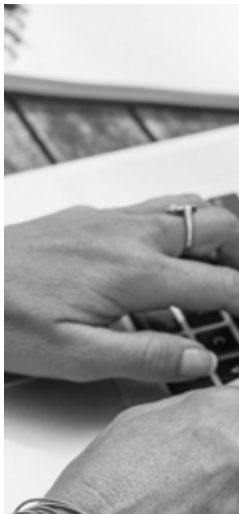
Hire

Are you clear about what is required and the kind of hire you would need?

01.

Before starting any recruitment process, it is crucial to have clear goals and objectives.
You should know where you are right now and where the company is headed. Ask yourself what goals you have in line with company objectives and how they might be achieved.

Ask yourself a few questions

Why are you recruiting?
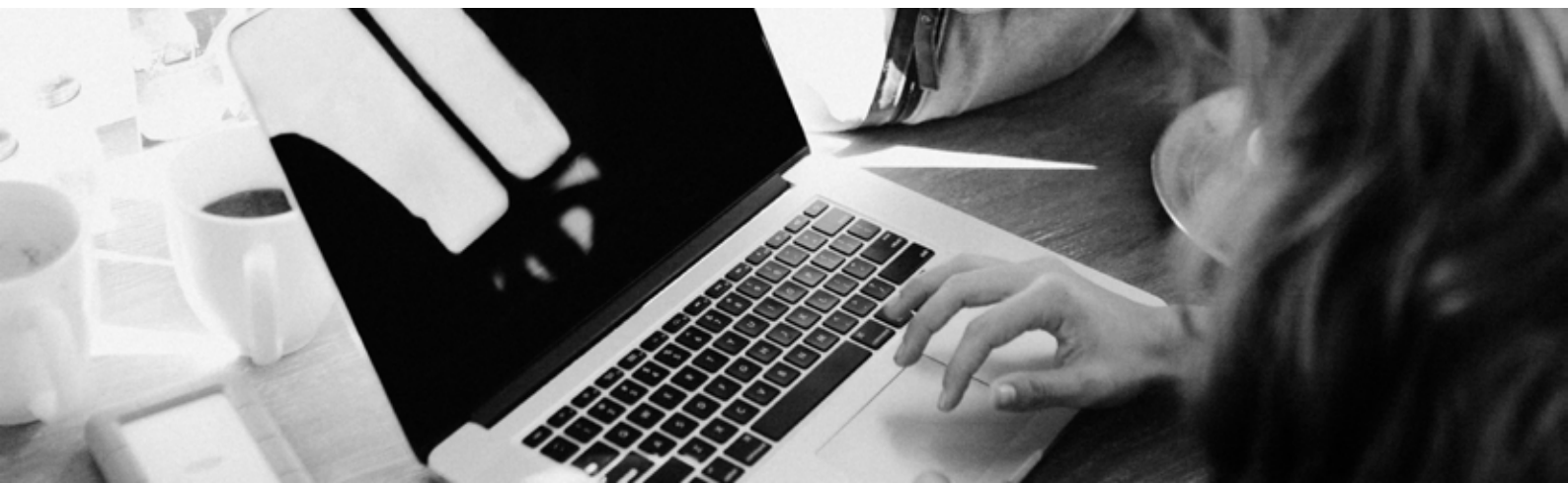
What do you want to achieve by doing it?

How does this role impact your company?

What results would you like to see so you can be on track to achieve company objectives?

The clearer you are about your goals, the more successful your recruitment drive will be.

Without this information, you will be unable to define the requirement clearly. Obviously, this is necessary for a person to perform in the role (in terms of experience, past achievements, competencies, knowledge, soft skills, values, etc…)

Without this kind of granular planning, you are likely to end up with unsuitable or underperforming new employees.

A poor recruitment process and practices that repel good candidates like to make?

O2.

LinkedIn research found that 83% of candidates said a negative interview experience can change their mind about a role or company they once liked

We all know that "First Impressions Last". And once a bad first impression is made; it takes a long time to change it.

The same is true when your candidates first interact with your company. You may think you are communicating effectively from your perspective, but have you thought about how your company looks to a complete outsider?

The recruitment process should not only be the time for the company to review candidates' profiles, but it is also an opportunity for the company to promote and sell their vision, mission, philosophy and projects to candidates.

This process starts by keeping in regular communication with your applicants. They need to be kept informed at every stage of the recruitment project. It is not good practice to keep candidates waiting days or weeks for a simple feedback or status update on their progress along the way. When people are left to their own devices, they imagine all kinds of scenarios and may even apply elsewhere. It really cannot be overstated how important transparent and frequent communication with candidates is at every level.

Are you struggling to sell your job opportunity/project?

O3.

An important part of the hiring process is offering an appealing package to the candidate. And when I say appealing package, I mean appealing to the candidate NOT what you deem to be appealing.

> More precisely, it is important for everyone involved in the recruitment process to empathise with the situation of your candidates.

» Communicate clearly why your company is a great place to work. Explain how the role would positively impact company objectives. A hire is a two-way process and is not just about what your company is looking for. A happy employee will stay and give their very best to the organisation.

» Demonstrate to the candidate how your company, project, role, etc.. are in line with the candidate's expectations and how it might align with their career path.

Top candidates are in high demand. They will quickly move away from your hiring process if the benefits of the job opportunity are not clear immediately. If you cannot articulate this offer in a compelling way you are unlikely to attract great people. The whole process begins with a highly attractive and detailed job description, screening process, interview stages and the, of course, final offer.

Ensure your recruitment process promotes the vacancy, the overall company, the culture, technology used and way of working. This will attract as many good candidates as possible while ensuring that every single interaction and touch point is a positive one.

Reputation

Are you known for poor employer branding / reputation?

04.

A LinkedIn Report found that nearly half of the individual surveyed would entirely rule out taking a job with a company with a negative reputation. A 10% salary raise would only tempt 28% of them to join such a company.

A company with a poor employer branding / reputation is repelling quality candidates who do not want to be associated with such organisation.

It is never a positive experience for a candidate to have to wait or to chase feedback and not feeling listened to or respected after they have invested considerable time and effort for you.

Applying for a job takes thought, planning, discussion and the creation of the application itself. It is never a five minute job so be respectful.

It is also important to bear in mind that a poor employer branding will diminish your current employees' morale. It will also increase your level of staff attrition (costing you substantial spending increase to make up for the loss of employee).

Time is lost in company training, the time it takes for a new hire to settle in and start contributing alongside a delay in fulfilling company growth.

Do you fail to make recruitment a priority or invest insufficiently in the recruitment strategy?

05.

Essentially, recruiting is not just a priority for most organizations. It is viewed as a proactive versus reactive exercise. Most organizations do not even begin searching for and identifying talents until they have a vacant position they need to fill immediately.

This exerts pressure on a company to make quick decisions that may not be thought through sufficiently. It also engenders a feeling of panic and that affects the whole process.

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Applying for a job takes thought, planning, discussion and the creation of the application itself. It is never a five minute job so, as we mentioned previously please be respectful.

The best thing you can do is turn this mindset on its head.

Advocate for long-term, strategic recruiting and educate your senior leadership team on the tremendous value a proactive approach can bring to your organization.

Occurrence
Are you using multiple contingency recruiters to fill roles?

06.

Using multiple contingency recruiters to help you fill a critical position will only confuse candidates.

Candidates that are contacted several times by different recruiters representing and promoting the same position will only make candidates suspicious.

This may lead them to think there is something wrong with this company and will deter them from taking your recruitment process seriously.

Do your hiring managers have unrealistic expectations or inflexibility?

07.

One of the reasons many of the hiring managers struggle to find 'perfect' candidates is because such a thing does not exist!

Having unrealistic high expectations means you can waste a lot of time hunting for someone that isn't there or who might not be interested in your project / opportunity.

For example, a potential candidate who fits all your job requirements may live too far away to be able to commute daily. They might already be on a higher salary range and for personal reasons, might not be flexible enough to accept a lower salary / compensation package.

They might be employed somewhere else and not interested in your company/project, etc.. However, they may have the right skill set for your current requirements.

Be aware that the perfect candidate with the "full package" rarely exists. Therefore, be ready to adopt a more flexible and agile approach. Understand that you will have to compromise at times, but you may well gain too.

Be flexible during the whole hiring process and understand that each candidate has their strengths and weaknesses. Look at the whole person and what they will bring to the role.

Competitive

Are you offering Competitive Compensation?

08.

If you're consistently struggling to attract competitive talent, be sure you're offering competitive compensation. If you want to attract talent away from a top company, be prepared to offer a compelling compensation package. It's not always about finances either.

Candidates are also interested in being proud of the company they work for and respecting what they stand for. They also appreciate the ability to work remotely, to have good career progression.

They also like to exercise influence and be recognised regarding their individual achievements. Personalised training is also a draw.

Digital natives also appreciate working with the latest tech and systems. These are all aspects worthy of consideration in a compensation package.

Locality
Location, Location, Location?

09.

With the changes we have seen, it's easier than ever for people to do their jobs from anywhere they choose.

You should consider whether or not the physical location of your company is deterring top talents. If this is the case, what can you do to solve this.

For example, are you offering remote work options or potential relocation incentives? These can be attractive features for those hesitant to relocate or commute.

However, this can come with its own challenges. How do you integrate remote workers, so they feel part of the team? It takes some getting used to and should be planned accordingly.

Assets
Do You Lack the Right Resources?

10.

Attracting people who can help you thrive in an era of digital transformation requires certain investments in technology.

These are fundamental requisites for these people to do their jobs and perform. If you can't provide the right tools and technology to help a potential employee and their team be successful. It will be hard to convince them to take on the role.

How you get the budget to make those necessary investments in new resources should be discussed and organised before the hiring process begins.

Getting support from the most senior leadership is crucial in securing the budget for resources that top candidates and your company will need.

Most of the time, if you're struggling to attract the kind of competitive, innovative, top-tier candidates you'd like to join your company, it comes down to a few of the ten factors discussed above.

Concentric's advice to you is:

Before you start the hiring process, be sure you have clear goals, objectives and especially a compelling company brand and vision for the future along with the right resources and competitive compensation.

You also may want to consider the benefits and drawbacks of your company's physical location and determine other ways to make the position more desirable to a candidate, such as the option to work remotely or incentives for relocating.

Choosing the right employee is the fun part— but first you have to get the best possible candidates through the door and interested in your company.

In a noisy world with so many distractions bringing in specialist help can be the difference in finding the right candidate or letting your competitors snatch the most talented candidates.

If this has been helpful follow us on social mesi for regular market information, tips and advice!

Attract the top 1% of Tech & Digital Talents so you can increase revenue, profit, productivity and exit value while saving time, money and efforts.

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