

The Nine Factors that Attract the Best Candidates - Passive or Active

By: TobyMarshall

Recruitment has become tougher these days, especially attracting the more elusive Generation X and Y employees that everyone seems to want and who seem to be in scarcity. There are nine factors that will help to attract the most suitable candidates for any role. They are:

1. Job match. Is it the right job for them right now? Will it motivate and stretch them? If not, forget it.

2. Opportunities for future learning and growth. Will the person have the chance to get onto a fast track if they perform well?

3. Making an impact. The work must be important, so that the person feels that they would be making an impact. People will take lesser roles or a lower wage if they feel they're part of something bigger.

4. The job stretch. The job needs to offer immediate stretch. For a manager, this could be a bigger team or a more critical project. For another team member, this could be working on a new technology or learning new skills. For an executive, it is perhaps the chance to work in a new market or tackle a new challenge.

5. Having a mentor. This is possibly the most important critical factor. Working for a mentor and true leader is a key factor in a top performer's decision list. The mentor must be *active* in the recruiting process: Pretty dumb if they weren't involved in selecting their future team member—shows they are not likely to be a real mentor.

6. Work/life balance. You need to prove that it is reasonable AND that your company lives by it—get your staff, their future peers involved in the process so they can talk about it. What they say about this key issue means a lot more than what management says. Quality of life is increasingly important, especially to Generation X and Y. Always keep in mind that “balance” means different things to different people.

7. The company culture. As part of this you should address your unusual approaches to work. Non-traditional benefits are what will make you unique in your industry.

8. The quality of the team. Future co-workers are a critical aspect of on-the-job success and satisfaction. Emphasise the entire team during the hiring process.

9. The company's prospects and strategy. Even if a company is not on an 'employer of choice list', it must still demonstrate that it is a great organisation with a bright future. If this particular job can be tied to a major company strategy, even better.

Surprised to see no mention of the salary and benefits? Get the other nine spot on, and how much you pay rapidly becomes irrelevant. Remind applicants that salary rarely contributes to job satisfaction—but the good ones already know.

About the Author:

Toby Marshall is an active speaker on the international conference circuit. His mission: To give all companies, no matter how few employees they have, the information and expert help they need to do their own [recruitment and selection](#) and find great new staff. You can get more resources at www.abacusrecruit.com.au