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Guest,

Welcome to:

Finding Top Talent in a Tight Market

Presented by
Lighthouse Consulting Services, LLC



Featured Guest:

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Why is it so hard to find top talent?

- Most companies start the hiring process when they need someone
 - This means they get whoever is on the market at that moment in time
 - Reactive not proactive

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Today's market the candidate is in-control

- Top talent will be working
- Top talent looks for a new job on their schedule not the company's schedule.

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It's about the candidate's motivations – NOT the company

- Top talent will only engage a company if they are motivated to do so
- Top talent care about 'What's in it for me?'

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All top talent want 3 things to begin engaging a company

- Opportunity – This is about the day to day work they will be doing
- Company – Does the company have a vision and similar values
- Boss – Is this a person who will help me grow and learn

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Good advertising is about the reader of the ad NOT the writer of the ad

- Stop advertising boring job descriptions – these are about the company demands not the candidate
- Develop a Compelling Marketing Statement focused on:
 - Why this is a great opportunity?
 - Why this is a great company to work for?
 - How their boss will help you grow and become better?

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Compelling Marketing Statement – Advertisement focused on candidate

- Opportunity – One paragraph
 - Lots of 'You,' challenges, change agent, lead
 - Don't sell activity, sell impact of role
 - Top talent want challenges – not boring work

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Compelling Marketing Statement – Advertisement focused on candidate

- Company – One paragraph
 - Sell culture – family oriented, collaborative, empowering
 - Sell values – work life balance, integrity, fun place to work, rewarding
 - Sell vision – awards, growth, industry leader

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Compelling Marketing Statement – Advertisement focused on candidate

- Boss will challenge you to grow
- Boss track record of promotions
- Boss work to help you learn
- Boss is empowering
- No limits on your career

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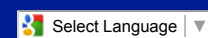
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Summary

1. Finding people is like finding customers. You can't wait till you need one
2. Today's market top talent is in control – Not company
3. Focus on motivating candidates – Not what you want
4. Market the position like you market products/services – sizzle not steak
5. NEVER, NEVER, EVER use a job description as a posting – use Compelling Marketing Statement

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Additional Free Resources

- Bradremillard.com
 - 52 Hiring Tips – no selling, spamming or marketing
 - Download a copy of our book *You're NOT the Person I Hired*

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