

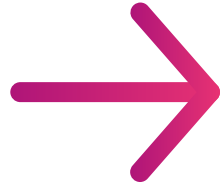
Engage the best talent

in 6 easy steps

Office Angels finds and nurtures outstanding professionals who have the skills, personality and commitment to meet your unique business goals.

We're "people" people – we really get to know our candidates, find what makes them tick and what makes them unique. This means we can expertly match exactly the right talent to your business and your values.

Our commitment to you includes a range of expertise, consultancy and advice to help you position yourself to attract and retain the people who'll make the biggest difference.



Your long-term business success depends on hiring the right people. The key to attracting them is to understand exactly what they want from you.

Our world is becoming more complex and more interconnected day by day. To thrive in these unsteady times, you need to hire the people who will work hard to keep your business agile and profitable. So it makes sense to ditch the scattergun approach to recruitment and focus instead on what really matters to the people who will lead your business into the future.

Our Office Angels workplace research aimed to discover what candidates really want from potential employers.

We've synthesised the findings to develop 6 key areas that will help you stand out in what's fast becoming an employees' market.

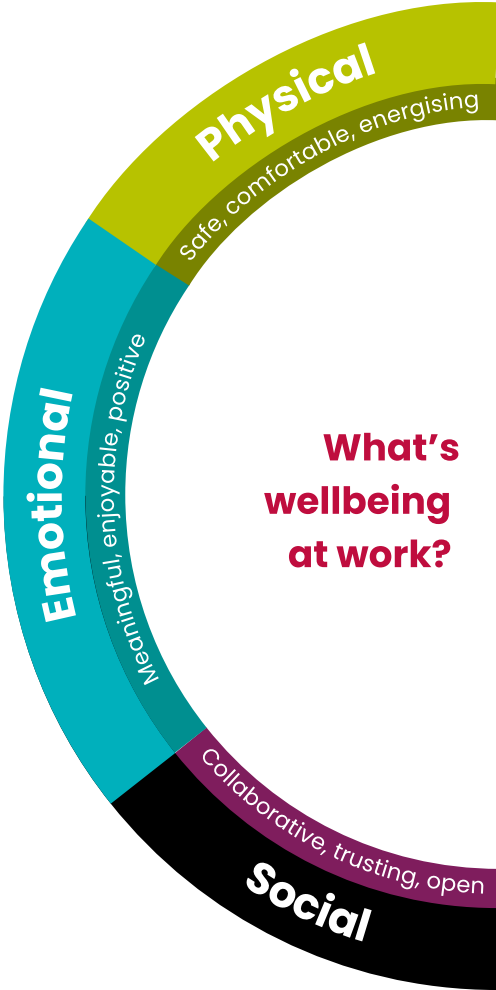
Attracting the right people takes insight and effort but not necessarily a bigger budget. Salary is only one element of what you can offer, and in this guide we'll show you how to turn insight into action with six different areas you can develop so that you can resonate with the best people.

1 Shape your brand

Attract the right people by making sure your brand reflects what's important to them. Your brand is what people think of you. It's a dynamic, two-way relationship between you and the people you want to attract. For your brand to resonate deeply with top talent, infuse what you do and what you say with their values, hopes and aspirations.

What matters most to top talent?

Intrinsic motivation is key. Wellbeing and satisfaction were the most important factors in determining which companies were most attractive to work for, with opportunities for career development next on the wish list.



What's wellbeing at work?

Extrinsic motivation

People are extrinsically motivated when they do something for a reward or to avoid something bad.

VS

Intrinsic motivation

People are intrinsically motivated when they do something because they are interested or enjoy it for its own sake.

What this means for you

If wellbeing and career development are already stand-out features of your brand, it's time to shout about it. If they're on the agenda but not visible outside the company, it's time to communicate what you can offer. And if you feel that wellbeing and career development aren't a strong part of your company culture, it's time to change that.

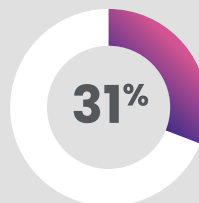
3 ways to articulate a brand that resonates

- 1 Authenticity is key. Your new hire's experience must match up to your brand promise.
Clearly communicate what you already do well. Do you run a successful career development programme or offer flexi-time, etc? Then say so. Tell stories of your people to bring your offering to life.
- 2
- 3 Connect with your candidates at their favourite hang-outs: try Facebook, LinkedIn, Glassdoor and Instagram.

What's important?



Wellbeing and satisfaction



Career development

Better working life = Better work



Reputation matters

Stay attractive to talent by proactively managing your brand reputation. Your reputation is important. It sends out a strong signal to top candidates that you're a company to be trusted... or avoided. Reputation is tricky because it's something that you can't fully control. It's in the hands of your staff, your suppliers, your potential employees and the public. And social media means that bad news travels fast.

But there's good news: you can proactively influence and enhance your reputation. And it needn't be expensive.

What matters most to top talent?

Social proof – the opinions of others – underpinned top candidates' thoughts. Online reviews, accreditations and peer recommendations are hugely influential. What also works for top talent is a strong reputation for stability and financial performance, and a resonant corporate website.

What this means for you

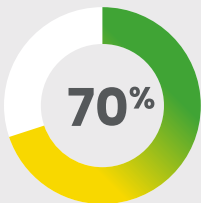
Managing your reputation is key, but this doesn't mean you need to create a whole new marketing strategy. Reputation is created from a blend of how you behave, what you say (and don't say) and how you say it. Being aware of and responsive to others' opinions, especially online, is a good start.

You might even consider mapping where your company interacts with the outside world, and the quality of these interactions. Central to managing your reputation is being mindful about the messages you're sending out and being comfortable with saying sorry when it's appropriate.

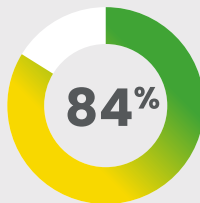
5 ways to manage your reputation

- 1 Refresh your website homepage annually, and create a regular flow of content to engage top candidates. Be a trusted source for useful, accurate information.
- 2 Respond positively to comments on peer review sites, and not just to positive comments. Negative feedback is invaluable. First, it points you in the direction of how you can improve. Second, you can boost your reputation by managing negative comments well.
- 3 Celebrate company news, awards and successes.
- 4 Been accredited for something? Make it a big deal. Accreditation is powerful social proof.
- 5 Be real. Your potential staff want to know what it's really like to work with you. Share employee stories and talk openly about your values and culture.

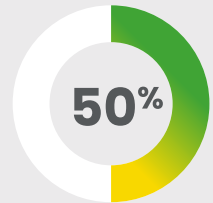
What's important?



are influenced by
online reviews



trust peer-to-peer
recommendations



are turned off by
poor reputation

Create a compelling offer



It's not enough to have a one-size-fits-all value proposition. Your People Value Proposition (PVP) will usually define and promote the benefits and career experience that your employees can expect from you. But it's often a static offer that caters for people you already employ. It may not promote the messages that deeply engage those people who don't yet work for you.

But once you know what's important to potential and existing staff alike, you can create a PVP that deeply resonates with people at all stages of their journey with you.

What matters most to top talent?

People across all stages of their job search – in looking for a role, applying, the interview stage and in receiving an offer – are consistent in what works for them. The three stand-out factors are location, work environment and development opportunities.

What this means for you

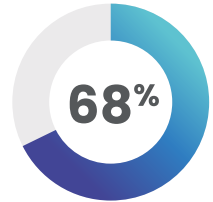
You've an opportunity to assess what your company does well, and to curate a knowledge bank of information, policies and staff stories that show it.

From this you can craft a PVP that's packed with engaging content that brings out the best about your locations, working environment and learning opportunities.

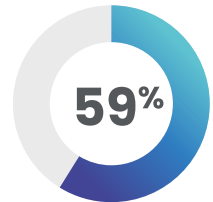


3 ideas for a compelling PVP

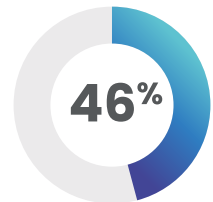
- 1 Define and communicate what's great about the job location: its character, its vibe, what there is to do and why your staff like it. Be honest about the downsides and be helpful about the living practicalities. Make it easy for top talent to move.
- 2 Highlight the three factors across all your recruitment touch points so that the message gets through.
- 3 Create a suite of staff feel-good stories relating to the three factors. Don't forget to include stories from new hires, whom candidates will relate to more closely.



Location



Work environment



Development opportunities



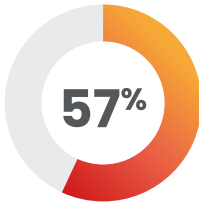
Upskill your hiring managers

First impressions count both ways. Make sure your hiring managers know what's important to the people they interview.

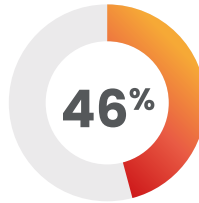
That first interview is a valuable opportunity to captivate those candidates who'll be a real asset to your business. You may have the brightest, most engaging and brand-loyal hiring people, but do they know - and can they discuss - what's really important to candidates at interview time?

What matters most to top talent?

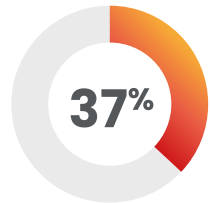
At interview, candidates want answers to big questions. They want to dig deep into how your people work with each other. They want to find out how far your company vision reflects their own, and what kind of future they'll have with you.



**Career
development**



**Team
relationships**



**Company
vision**

What this means for you

Take steps to make sure that the first people your candidates meet understand exactly what's important. Help them support the conversations they'll have with candidates, with real-life examples and case studies of the messages in action.

5 things your hiring staff must articulate

Your company vision and what makes it real

What characterises working relationships: deep trust, a common goal, great communication?

Potential career paths

The scope and nature of development opportunities

How your company promotes physical and mental wellbeing



Tailor your benefits package

Enhancing a benefits package that focuses on work-life balance is a cost-effective way of engaging top talent.

Enhanced benefits can help you attract and keep the people who are right for your company. But how can your company make itself more attractive without competing on salary alone?

What matters most to top talent?

Great candidates are well-rounded people who enjoy a multifaceted life – and this means they thrive when they feel in control of where and when they work. A culture that is flexible and encourages autonomy is important to them. Decent holiday entitlement and flexible working are a priority. What's important to candidates isn't just what they do, but how they do it.

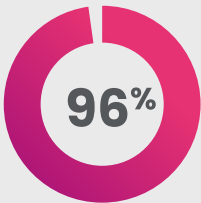
**Flexible
working**

**Remote
working**

Ways of working

**Respecting
working hours**

**Unlimited holiday
allowance**



**Enhanced benefits
are important to
96% of employees**

Enhanced benefits contribute to:

- ✓ Retention
- ✓ Larger talent pool
- ✓ Wellbeing
- ✓ Productivity

What this means for you

If your PVP already includes flexible working, you've a head start. But if you can offer a menu of flexible options that staff can personalise and sculpt to fit how they like to live their lives, that's even better.

For best results, you'll need a culture where staff are valued and trusted, and a focus on leadership and end results rather than day-to-day micromangement.

6

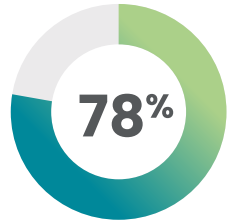
Create the right working environment

People gauge how much you value them by the working environment you provide.

People care about where they work, and with good reason. The average office worker spends 1,700 hours a year at the office. It makes sense that a quality work environment makes people feel more valued and more engaged. And the good news is that a lot can be achieved at a relatively low cost.

What matters most to top talent?

You don't need a games room to attract potential candidates. Simple features like natural light and careful use of zoning and space are most important to them. Solid technology, like reliable Wi-Fi and the right tools they need to do their job, also scored highly. But the most wanted? A decent cup of tea. Kitchen facilities are ranked as the most important in a workplace environment.



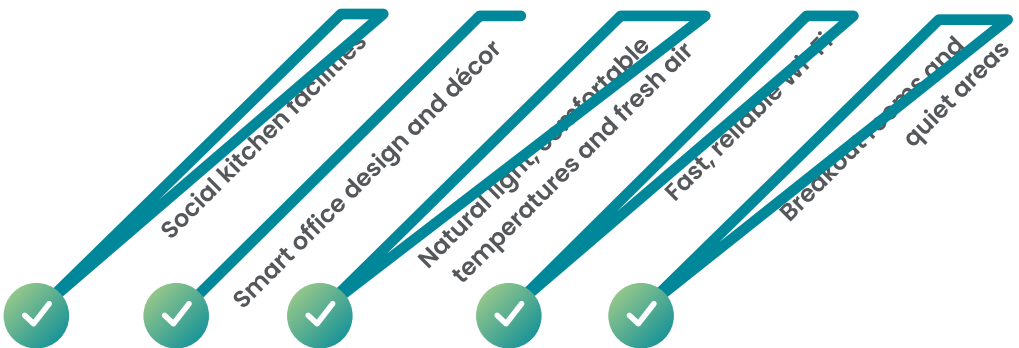
A decent cup of tea

What this means for you

Providing the things that make a day at the office comfortable, sociable (if you're an extrovert), quiet (if you're not) and productive is inexpensive and effective. But it's more than just comfort - by providing a quality workplace, you're making a statement about how much you value your staff. Make sure that potential candidates get the message by:

- Articulating why a great working environment is important to your company and what you're doing about it.
- Ask your staff what they like about their working environment. Then package it up as a staff story on your website and recruitment literature.
- If not-so-good aspects are mentioned consistently, it's time to fix them.

Your candidate-attracting checklist



Turning insight into action

What we know

- In a candidate-driven recruitment landscape, knowing what's important to people – and acting on it – makes you stand out.
- Top talent is intrinsically motivated. Salary is important but the wish list is broader; time, trust, development and flexibility are valued.
- Improving your PVP doesn't have to be expensive.
- Good social media practice has never been more vital. Use it to engage with potential staff, diffuse negativity, manage your reputation and shout about your successes.
- Identify the things you do well that resonate with the people you need. Then articulate and communicate them.

Get in touch

for friendly, expert advice and help about attracting, hiring and retaining new talent for your team.

[office-angels.com/contact-us](https://www.office-angels.com/contact-us)



We believe that every workplace should be amazing and that's why we're proud to be a

Great Place to Work

(ranked 29th in the UK).