

## How to Attract and Retain Top Talent

In an emerging job market where the war on talent has given candidates the upper hand, attracting the best candidate for key positions is becoming increasingly more difficult for employers.

This does not have to be the case.

By effectively managing current employees and positioning the organization as a [\*top place to work\*](#), employers can leverage corporate appeal to attract top candidates and retain those whom they already employ.

### Identify Areas of Improvement

The key to achieving these goals is understanding the perception of the organization in the eyes of temporary staff, contract personnel and full-time employees. In doing so, organizations will be able to uncover areas that may need improvement, including hiring processes, corporate culture and the employees' perception of value to the organization.

By doing so, management will be able improve organizational practices, thus enhancing employee retention and the overall appeal of the organization to outside candidates.

### Attract Passive Candidates

Improving organizational practices may also go a long way in attracting passive candidates. That is because by positioning the organization as a best place to work, top talent will be more interested in pursuing opportunities within the organization.

Management should also take the time to cultivate online relationships with passive candidates. This can be as simple as inviting them to follow the organization on social media sites and taking the time to respond to non-job-related inquiries and comments on those sites.

By cultivating a positive relationship with those who may not be actively seeking a position, candidates will be more inclined to look first at the organization when the time is right to make a career move.

### Develop Existing Employees

Developing and retaining employees already under the company's umbrella is also important. Fostering relationships with key talent within the organization can help ensure that top performers are not lost to competitors.

Organizations should provide team members with education and guidance in the form of professional development programs. By doing so, the company is positioned as a place where career development is a priority, rather than one where employees exist merely to complete tasks and improve the bottom line.

Incentives should also be considered for those employees who have been with the company long-term. In addition to motivating employees, incentives go a long way in conveying the valuable role they play in the company's success.

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### Encourage Retention

In order to help ensure that the best and brightest employees, organization must take necessary steps to retain highly valued personnel, in particular contract personnel who may be actively looking for their next assignment.

To help ensure that valued personnel are not pursuing interest in other organizations, management should take the time to discuss future positions before the individual's assignment ends. By lining up future assignments well in advance, organizations can help ensure that their best talent remains within the organization.

For organizations looking to attract top talent, these steps can go a long way in positioning the organization as a top place to work – thus attracting new talent while protecting the organization's investment in existing personnel.