



PremierePeopleⁿⁱ

Part of the Cordant Group



Premiere People Candidate Survey 2015

2015 - Year of the Candidate



Introduction

2015 has been labelled the year of the candidate, and it couldn't be more appropriate as most of the power in the recruitment market, currently lies in the hands of quality candidates.

Companies are leaner than ever, and to operate at full capacity they must retain their own best performers and attract top talent in order to meet customer demands. Therefore the key to being successful in 2015 will be in how we treat our existing staff and the methods we employ to secure new staff. We have surveyed several hundred candidates from various backgrounds, industries and levels to get their opinions and views on some very relevant and poignant matters that affect employers and recruiters.

We have broken these in to three main points:

What attracts candidates to a particular role or company?

1

How can you overcome counter offers from existing employers when recruiting new talent?

2

Retaining your best talent

3





What attracts candidates to a particular role or company?

(Dependant on the level), lower level are driven mainly by money (hourly rate and potential for overtime), whether the role is permanent, location, access to public transport, shifts, if through an agency - which one? Paid weekly or monthly, holiday and sickness pay, access to smoke breaks, who the company is doesn't really concern them.

Middle management/Graduates are driven by salary, responsibility, potential for personal growth/learning, potential for career growth, Potential courses that they can attend to support their career path, The opportunity to lead, to be heard and acknowledged when they come up with improvements. Size of the company, will they be a good name on their CV? Is the company a leader in what they do? What good news stories have they had recently,

Technical candidates are driven by the technical element of the role. Is the organisation using the most up to date software? Most recent processes? Opportunity to gain exposure to project management? Salary/package? How much is actually hands on? Size stature of organisation? Are they an IT company or simply have an IT function?

Management/Senior Management are driven by the size of the role, the level of responsibility, how much travel is required, salary and overall package including car and bonuses, What size is the organisation? what is their reputation like? may want to have a look at the company books, potential growth of organisation, what is the structure of the management team? Full organisational structure, who do they report to? Will they be responsible for other sites locally or further afield? How much autonomy do they have? What are the current targets/KPI's? What is company standing in it's market?





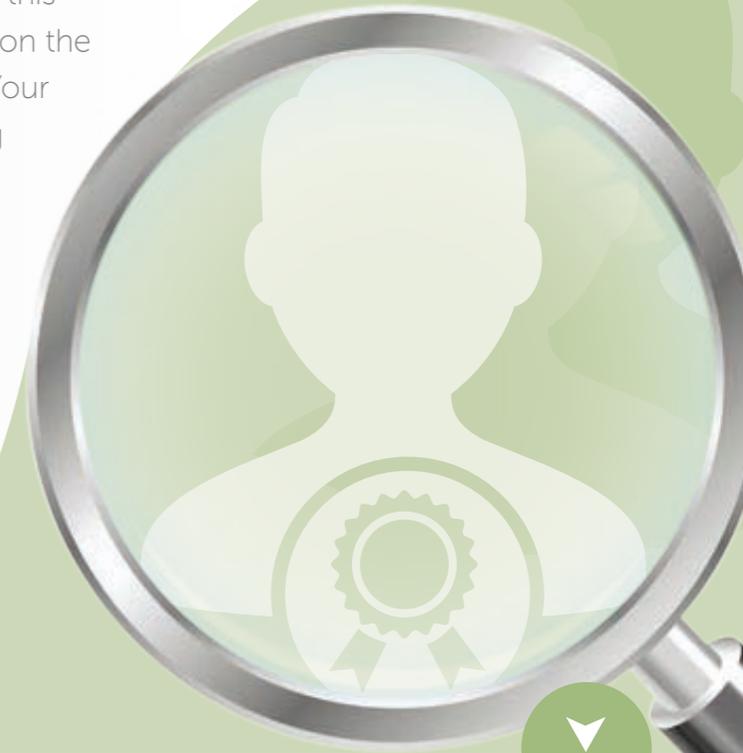
How can you overcome counter offers from existing employers when recruiting new talent?

When you have identified a candidate who you believe will be a great addition to your organisation and will contribute greatly to your development, you need to be very direct from the outset. The candidate needs to know how much you value them, how much you want them and what you can do for them.

All of your dealings will need to be professional, slick and without haste. By the time you get to final stages you should have a clear picture of what the candidate wants in terms of salary, career, personal growth, and short and long term future. By this stage you should have given them all the reassurances they need that your organisation can offer this and more. Focus on the reasons why they are leaving their current employer and use this to your advantage. Tailor your offer around all of this. Your offer is not just about offering a job with a certain salary and certain responsibilities, the bigger picture is you are offering them everything they weren't getting at their previous employer, and all the other positive stuff you picked up from the recruitment process.

Whilst you will have a certain budget to work with and salaries have to be realistic, don't play games, offer what you can, after you have considered their salary expectations. Trying a bargaining game gives their current employer the opportunity to re enter the process to try and tempt their talented worker back.

If the candidate makes you aware that they have been offered more money to stay, remind them of all the reasons they wanted to leave their current employer in the first place, and what they told you they liked about your organisation. Remind them that extra money will only satisfy them in the short term, and none of the other issues will go away. Tell them about the great future you see for them with your organisation and all that you are prepared to invest in them. Never get in to a bidding war!!





Retaining your best talent

As already mentioned, in lean companies it is important to hold on to your best talent, so you can maintain and even improve your efficiency levels, with less staff.

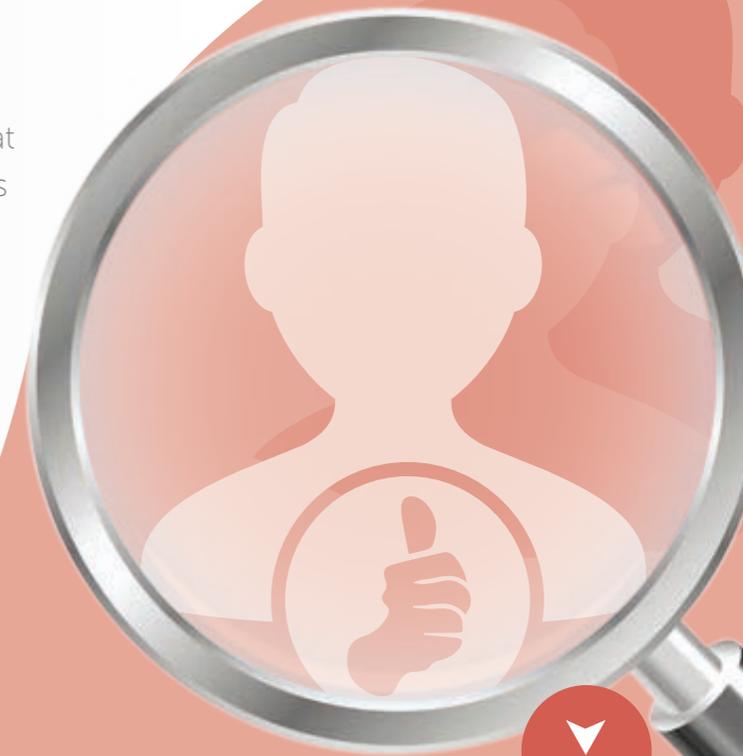
So the question we ask is how do we prevent our best talent from looking at job ads and if they do, they aren't tempted to apply.

It is equally important to make it very clear how much you value your existing staff, as it is for potentially new ones. They are probably more important to you as they are already contributing on a daily basis, you know what they are capable of and what you can do to support their development. (Please note it is important to remember we are actually talking about staff who you value here)

Everything you are prepared to offer potential talent needs to be available to existing talent also. If you have fallen in to the trap of taking them for granted, now is the time to act and plan reviews with them. This will allow you to plot a process that will demonstrate how much you value them. Review our Salary Survey to see where you stand alongside your competitors in terms of salary. Offer training and drive this forward. Well trained and highly motivated staff are happy, and are in turn productive and responsible, which will be of great benefit to your organisation.

Share the good news about the company with your workers, offer incentives for business improvement ideas, you could even consider a sports and social club for staff moral. Management style should be influential, getting staff to buy in to changes by making it clear about the benefits on offer.

To conclude, your success in 2015 as an organisation will be down to how you treat your greatest asset - people. Whether they be existing staff or potential new staff, at all levels, they all play their part. To quote Richard Branson: "Train people well enough so they can leave, treat them well enough so they don't want to!"





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Contact

We aim to offer you a true end to end service, taking time to understand the way you work and the roles you need to fill, so that we can provide you with the most suitable solution for your needs.

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