

MAKE THE GRASS GREENER

“We actually find the best achievers and performers for your position, not just active job seekers. These candidates are also often currently employed...therefore...WE BOTH have to treat these higher caliber candidates differently. They will evaluate the opportunity with their current employer and against your industry competitors who are seeking them out. Knowing it is a competitive and time-sensitive situation, it is important to consider how we can better sell your total opportunity to the candidates... WHY he/she should join your firm.”

1 HIRING MANAGER TESTIMONIAL: *Why would someone want to work here?*

2 JOB ATTRIBUTES WORTH CHANGING FOR:

COMPANY	
Employee Value Proposition/Culture _____	Location-commute _____
Hot Industry, size, growth rate _____	Quality of product or service, competitor differentiation _____
Market rank, reputation _____	Stability, sales/profitable, age of company _____
POSITION	
Compensation (base/comm), Benefits – How compare to competitors? _____	Office or cubicle _____
Boss background/leadership style _____	Input, free range, corporate hierarchy/leadership structure _____
Team background/style/size/# direct reports _____	% travel _____
Important projects, visibility _____	High tech exposure _____
POTENTIAL	
Impact level expected, important of the role to Co./goals/pain _____	Incentive programs, perks _____
What success looks like _____	Mentoring programs, training and development _____
Expected career path + timelines + Career-pathing structure _____	Industry affiliations and networking _____

3 CURRENT EMPLOYEE TESTIMONIAL *Why this is a great place to work & why it is enjoyable to work with leadership.*

4 BEST FIRST - *Based on the above, what are the top two attributes of the opportunity to a prospective employee? Job adverts, voicemail, email, and other conversations with start by highlighting these top attributes.*