



**A GUIDE TO
ATTRACTING AND
KEEPING THE RIGHT
TALENT IN A
TOUGH CLIMATE**



Where are all the skilled workers going?

New challenges for employers are cropping up every day, from recruiting new employees to retaining current ones. Recent trends show that employees want more from their jobs and when these needs aren't met there is more reason to go looking elsewhere.

The skilled and qualified are not disappearing and it isn't that the loyal employee is a rare breed. Instead, it is the need for companies to adapt and evolve. Companies need to position themselves in a way that will attract the right candidates.

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Tips on how to attract the best candidates.

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- **Organisational cultural development** can help attract top talent. Aligning your organisation's values, mission, vision and goals, and promoting a positive company culture, will draw individuals to your company.
- **Know your demographic** and advertise in the right place to engage potential candidates.
- **Recruit and develop internally.** By training your existing employees, you can develop them for new roles which saves on cost, time and leads to employee engagement.





Tips on how to attract the best candidates.

- **Employee referral programmes** can be a great way to increase your candidate pool. By having current employees championing candidates it can increase the success rates of new employees. Also, by having employees help fill new positions, it can improve their personal connection to the company and commitment.
- **Networking and relationship building** with other companies allows you to compare and exchange ideas to gather insight on new ways to gain, retain and engage employees.

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For more information.

76% of business leaders say attracting quality candidates is their number one challenge. This will only get harder these winter months, when it's estimated nearly one in four people will look for a new job. So, make sure you fully take advantage of [SYLO | Beyond HR's](#) free advice.

Not only do we provide advice in greater detail, but we encourage you to read our latest [blog](#) on what to keep in mind when recruiting, how to increase employee retention and what the average employee life cycle looks like.

