



HOW TO ATTRACT THE BEST CANDIDATES?

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WHAT ARE CANDIDATES LOOKING FOR NOW?



Security

The pandemic is making employees reconsider whether their jobs are safe, and if now is the right time to move.

You can win a candidate over by offering a strong feeling of security during the interview.

This will include things like:

- flexible sick leave policies
- clear COVID-19 management policies
- remote working options supported by technology that will help them stay connected.

Freedom and autonomy

In addition to flexible working styles and arrangements, employees grew to appreciate the autonomy they experienced during the pandemic.

Many workplaces gave their employees greater agency over their work, and employees welcomed the change. Keeping them feeling valued and trusted is important: they want the freedom to make process improvements, develop creative ideas and invest in themselves.

In most cases, top performers prefer greater independence and don't need much supervision. So, when interviewing potential candidates, make sure to explain what flexible working conditions are available.

WHAT ARE CANDIDATES LOOKING FOR NOW?



Flexibility

Working remotely has become increasingly popular with employees.

Organizations need to provide flexible working environments to their employees in a way that balances the needs of their business and those of the employees.

Employers have many options for adapting to this new employee mindset: alternative schedules that provide a healthy balance between work and home will deliver the ultimate outcome for many employees and be beneficial for employers as well.



According to a recent LinkedIn report, 54% of hiring professionals say work flexibility encourages retention and 51% agree it attracts candidates.

Ethics

Because of the emotional impact of the pandemic, candidates are drawn to companies that behave ethically and show heart.

Employees learn a lot about a company based on how it conducts itself during a crisis. As you speak with potential candidates, talk about how your company looked after its employees and boosted employee morale during the pandemic.

Candidates will want to join a company where they feel a sense of shared purpose. If the organisation feels like a family, you should make this known during the discussion and provide examples of how this is fostered across the company.

HOW TO IMPROVE THE CANDIDATE EXPERIENCE?



Candidate experience during the recruitment process is especially crucial in candidate-short markets. Enhancing the candidate experience increases your chances of attracting quality talent and improving your employer brand.

The ideal candidate experience can be achieved with simple steps:

- Proper communication
- Clear explanation of the hiring process and timeline
- Realistic progress updates
- Clearly defined roles
- A clear company vision
- Meeting the team and socialising
- Ample feedback
- Meeting with the CEO or decision-makers
- Transparency
- Having a plan for onboarding
- Receiving preferred office gear
- 2-way collaboration on a career plan



HOW TO IMPROVE THE CANDIDATE EXPERIENCE?



Be prepared



Review the candidate's resume prior to the interview, so they can get down to real questions right away. This sets a good first impression and shows the candidate that their time is respected



If the interviewer is going to take notes during the interview, they should communicate this so it doesn't seem like they are multitasking and not paying attention.



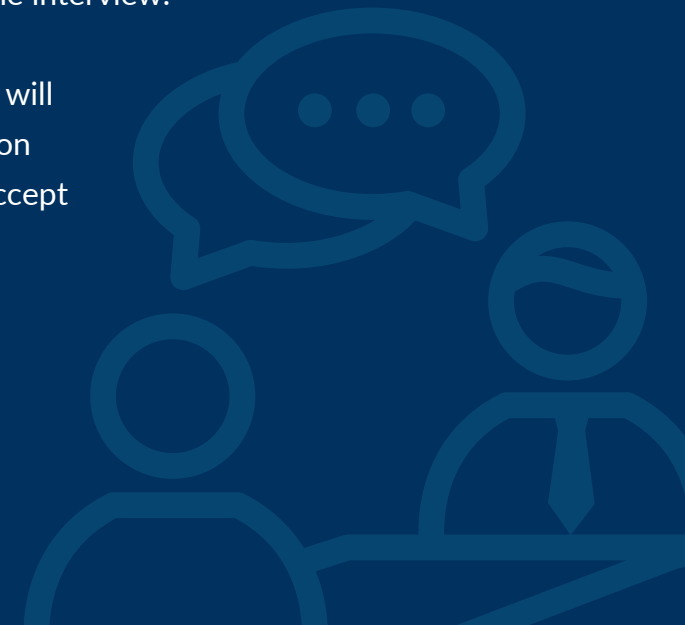
Ensure there is enough time after the interview for questions. It's important that the candidate has time to ask questions and not feel hurried out.

Outline next steps

In a candidate-short market, **good communication is key**.

It's a good idea to always let candidates know when they can expect to hear back. Be sure to stick to that date. If there's going to be a second round of interviews, share the timeline during the interview.

If someone has no indication that they will hear back from you, you may lose out on the preferred candidate as they may accept another role.





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