

topic: HUMAN RESOURCES

We want to attract talented Millennials & Gen Z-ers at our company and we have a very competitive starting salary, but I'd like your thoughts on how we can really stand out when recruiting.

advice:

Having a competitive starting rate can be a huge advantage to your organization when competing for talent. But as I am sure you have heard before, "Money isn't everything." This phrase is definitely true when it comes to recruiting. I often have conversations with HR managers and recruiters about how they are unable to fill vacant positions despite being one of the highest paying employers in their region. So what else can you do to separate your organization from the competition?

Start by looking at your organizational environment. A growing portion of the available talent pool includes Millennials and more recently members of Generation Z, who are drawn to an employee-friendly environment, particularly one that offers competitive benefits. Having a positive work environment can help increase the "word of mouth" referrals from your employees. A positive work environment along with an incentivized referral program can widen your recruiting efforts for a fraction of the cost of external recruiting firms or job search engines. It goes without saying that a first-hand account of your organization can be a powerful tool to recruit talent, which in some cases can be more impactful than simply being the employer who pays the most.



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