

## Candidate Attraction

Having clearly defined your specification, you'll justifiably expect a lot from your new hire! That said, Employers of Choice (EOCs) never lose sight of the value proposition that the hire also expects from their new role and your organisation.

EOCs understand that, despite the candidate-tight market, top talent is always available and therefore it is important that they do whatever it takes to ensure they attract and hire only the best people. In this respect, both EOC organisations and employees benefit.

As a general guide, employees want:

- » Meaningful work
- » Challenging and exciting work
- » High standards
- » A clear sense of purpose and direction
- » Honest and frequent two-way communication, such as being able to freely offer constructive criticism or new ideas
- » Feedback on how the employee's work makes a difference and the market benefit it brings the organisation
- » Recognition and reward for hard work
- » Opportunities to grow and learn
- » A degree of control over work-related aspects like job responsibilities and schedule flexibility
- » Competent managers who generate efficiency and imbue confidence
- » Attractive compensation and benefits
- » Fairness and justice

EOCs purposefully set out to be highly attractive to candidates and deliver as many of the above points as possible. EOCs actively promote the benefits of working within their organisation (via effective advertising and communications) to all candidates. They also strive to be more attractive to candidates than their competitors and actively seek strategic information to clarify their value proposition.

**iPeople can assist your organisation to attract top talent! For more information please be welcome to contact either iPeople's Melbourne or Sydney office, or email [Megan.Callanan@i-People.com.au](mailto:Megan.Callanan@i-People.com.au)**

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