



Attracting Top Talent To Achieve A Growth Culture



THE RECRUITING VALUE PROPOSITION FORMULA



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A recruiting value proposition is a statement that clearly identifies the benefits a company's culture will deliver to its talent.

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A talent value proposition is a statement that clearly identifies the benefits a company's culture will deliver to its talent.

Promise to employees

Emotional connection that you have with someone else

It's why you do what you do

WHY

Core Values

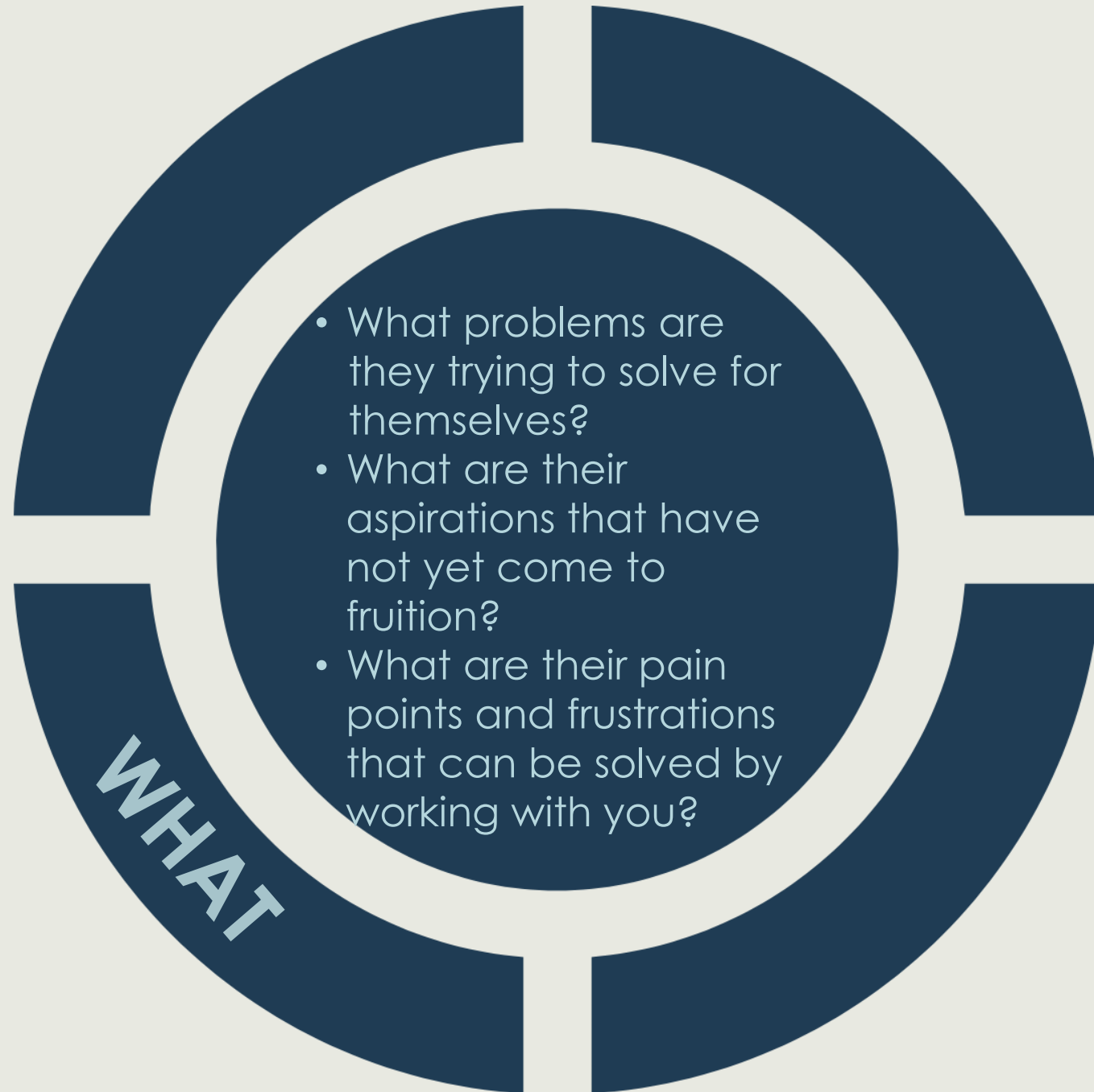
- Deeply ingrained principles
- Guide a company's actions
- Cultural cornerstones
- Core Values drive the “why” behind everything in the organization



Target Market

- Be laser focused on who you want on your team
- Who is uniquely qualified to work with you?
- Who do you want to be a hero too?
- Recognize who you don't want on your team

WHO



HOW

- What happens in each step of your recruiting process?
- What value does the potential employee get?
- What can they count on you for?
- What tools do you use (assessments etc)?

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Putting this into ACTION

3

Select each area where you and/or your organization feel highly confident. Add any area that is missing.

<input type="checkbox"/> We have clearly defined values	<input type="checkbox"/> We have a top-notch on-boarding process	<input type="checkbox"/>
<input type="checkbox"/> Our culture is defined by our values	<input type="checkbox"/> We know who is uniquely qualified to work with us	<input type="checkbox"/>
<input type="checkbox"/> The "Why" of our organization is clear	<input type="checkbox"/> I know what my recruits can count on me/us for	<input type="checkbox"/>
<input type="checkbox"/> We have a strong recruiting process	<input type="checkbox"/> We have a strong Recruiting Value Proposition	<input type="checkbox"/>

FOCUS FOR THE NEXT YEAR

1	2	3
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	IDEAL RESULT	STRATEGY	FIRST STEP
1			
2			
3			

Contact Us



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