



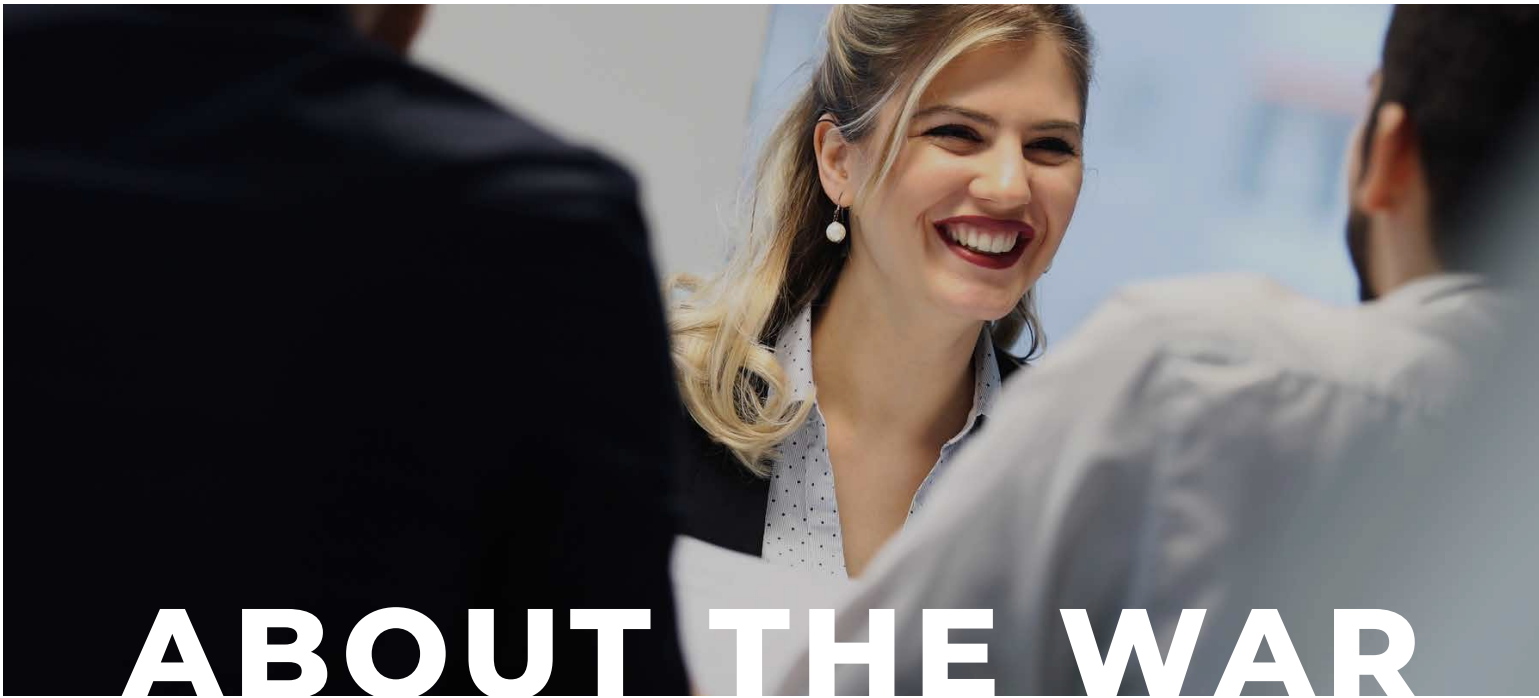
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Secrets To Winning The

WAR FOR TALENT

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ABOUT THE WAR

We're all familiar with the term "War For Talent" by now.

While many people are happy to explain what this term means, few are able to provide helpful tools for winning the war for talent. The term was established in 1977, and since then we have seen the war for talent get more competitive and difficult for organizations and HR teams. So how do we win the war for talent? What does it take to attract the very best talent? These secrets to winning talent will help you strengthen your organization with the best executive leaders in the workforce today. ■



OUR SECRETS

1. TOP TALENT IS ALREADY EMPLOYED.

To win the war for talent, you have to appeal not only to people actively looking for jobs, but to the happy passive candidate who is fulfilled in their current position. This takes more than posting an open job online. It means seeking these people out, understanding their goals and values, and showing how your organization aligns with those goals.

2. UNDERSTAND YOU'RE NOT JUST COMPETING WITH YOUR INDUSTRY, YOU'RE COMPETING WITH ALL INDUSTRIES.

The days of looking within a specific industry for candidates are over. Candidates are only open to considering positions that will make a profound difference in their professional careers or align with their personal values. To win the war for talent, you have to be willing to look outside of your bubble.

3. PASSIVE CANDIDATES ARE STILL CANDIDATES.

To win in the war for talent, you have to go after the best, not wait for them to come to you. They never will. But that doesn't mean they would never work for your organization. You just have to show them why they would be a great fit for your team. Professional executive search firms seek out the best for your position and show them the benefits of working with you. No one is unattainable, you just have to understand their goals, personality, and skills to find the right fit for your position.

4. YOUR BRAND ESSENCE IS WHAT ATTRACTS GREAT EMPLOYEES.

One of the biggest secrets to success is knowing how to define and talk about your brand essence. Name recognition used to be a great magnet for hiring new talent, but in the modern war for strong employees, people are more interested in what the organization can offer. If it's appealing enough, and in line with their goals, you have a good chance of onboarding these types of candidates. Never lose sight of your brand essence. It is one of the most powerful tools in attracting the very best for your organization.

5. FIGURE OUT WHAT YOUR ORGANIZATION STANDS FOR.

The more you hone in on what makes your organization and the people within it so unique, the better you'll be able to connect with potential candidates. When you put in the time to solidify what your organization stands for, the more clearly you can communicate that to candidates. Candidates hate a lengthy, bureaucratic application process full of red tape. Passive candidates hate it even more because they don't have to go through this process. To win the best talent, the evaluation and vetting process must be seamless and be a positive experience for passive job seekers. Before you talk to anyone, the process in place must be finely tuned and prepared to find, evaluate and close top talent.

Are you thinking about the future?

As you expand, or grow the team, you have to be sure each hire serves a future-forward plan and will be instrumental in developing the company. The war for talent is not going away any time soon, and research suggests it will only get harder to attract not only qualified talent, but the elite. With the right processes in place and a team focused on bringing on the best person possible for each and every position, you want just succeed, you'll exceed what you thought was possible. Your biggest advantage over competitors is the talent you employ. ■