

## How will you survive the 'talent war'?

The **war for 'talent'** in the UK is 'hotting up' resulting in organisations having to work harder to attract and retain key staff.

2006 ended on a high with December's Report on Jobs, published by the **REC** and **KPMG**, finding that growth of permanent staff placements accelerated to a thirty-three month high.

Commenting on the latest survey results, Michael Carter, People Services Partner at KPMG said: "The figures show a strong start to 2007 with permanent and temporary placements continuing to rise in December, and given that demand is growing at the strongest rate for over two years, this type of activity shows no sign of slowing down. Within a strong recruitment market, an employer must seek to differentiate itself from its competitors, especially when the figures showed a continued deterioration in the availability of permanent candidates."

In order to assist you in combating this 'War for Talent' Cactus Search has devised this guide to getting yourself '**Recruitment Fit**':

- 1) If you are looking to recruit externally research other organisations within the locality & within your sector to ensure you are offering competitive salaries and benefits.
- 2) Ask your recruitment company partners if they can provide you with research on salary and benefit levels, they deal with candidates in your locality every day and as a result have a good idea of what level a role should be placed at. They will also have a good understanding of your competition.
- 3) Do you offer anything your local competition do not for instance: flexible working, overtime pay, onsite gym, onsite childcare, free parking etc
- 4) If you regularly seek similar type candidate's, work with the supplying agencies to build a talent bank, don't see them as merely suppliers but engage them as real partners. They will add value to your business and process and if they are bought into your vision it will be easier for them to sell your opportunities to potential candidates.

## Plan your strategy!

- 1) It may sound strange to you, but make sure the role is signed off!!
- 2) Ensure you have assessed all internal applicants prior to looking externally
- 3) Create a meaningful role profile
- 4) Define the timescales and potentially book time in your diary ready for interviews
- 5) Use recruitment partners that you trust will represent you effectively and are 'bought-in' to your aims
- 6) Provide open and transparent information about the interview and selection hire process from day one so there are no surprises to candidates and timescales are understood
- 7) Ensure a swift and organised recruitment process and only in extreme circumstances request candidates to attend more than 2 on-site interviews. A good candidate will move quickly and will often lose interest with indecision by their potential employer.
- 8) Where possible conduct telephone interviews prior to face to face interviews. This will help you to gain a better overall picture of each candidate, will allow you to consider more candidates and will provide you with more information which sometimes CVs which are not well constructed often miss. It will also save time for all involved.
- 9) Don't limit yourself to small short-lists of potential candidates – always interview more candidates rather than less as often candidates will drop out of the process at the last minute which can be extremely frustrating and often delay the process.

Overall, remember that an interview is as much an opportunity for candidates to select you as a potential employer as it is for you to select potential employees.

## Contact Us

If you believe Cactus Search have the right approach to find the inspirational leaders your organisation needs to gain and retain competitive advantage, Cactus Search will be delighted to become a partner.

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