



3

QUESTIONS

To create a compelling
recruiting message

BY DAVID BONNEY

Imagine something for just one second...

Imagine a world where you were able to recruit the top talent in your area. Imagine if you could not only recruit this talent in, but you could engage them into a hiring machine that produced the best-of-the-best.

Imagine you no longer worried about losing those people. Imagine they were the perfect fit for your business and were excited by the greater impact your company is going to have on the community it serves.

Stop imaging. Let's make that a reality.

The main premise for this strategy is something I learned years ago, and it's something that has given me the edge in any and all recruiting efforts.

An HBR study of over 70,000 top performers revealed the top two things A-Players were looking for when they engage in a job search:

1. The opportunity to have a positive impact on the world
2. The chance to be challenged

Let's craft a clear message that addresses #1.



1 Is it easy for candidates to understand the unique impact your business has on the community it serves?

When you started your company, you did so because there was a need in the market and you were capable enough to fill that need.

Not the need your general industry fills. But more importantly, the need your business fills that separates you from the rest of your industry!

If you want to win the recruiting battle for the most talented candidates, you must have a more compelling impact and communicate that clearly.

Great people want to have a positive impact on the world.

What was the original need in your market?

2

Who are you passionate about serving?

The opportunity to have a positive impact on the world is most often associated with who you are impacting. That is a very human way to associate experiences.

We have to understand who you were serving so candidates can connect with that human element.

People understand story, and a candidate's ability to paint a picture about what their life will be like if they choose to work for you will be dependent on understanding the main character of that story... Your customer!

Who do you serve and how clearly and succinctly can you describe who they are in a way that matters?

3

How well are you articulating the impact your business has on those it serves?

How will we take them into the narrative? We know what the problem was, we know who it was helping. Now it's time to understand how it was helping them.

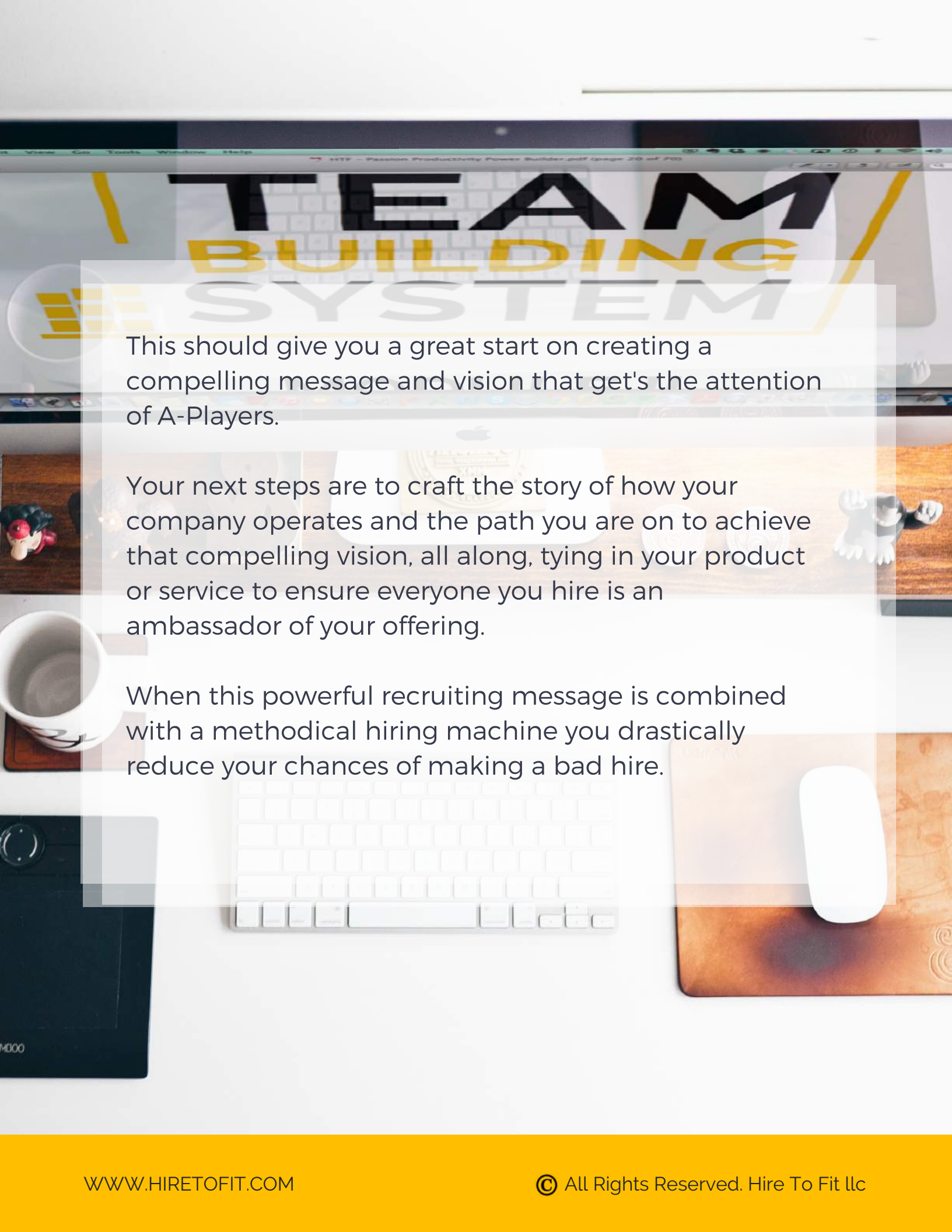
This is the true emotional driver for candidates who want to have a positive impact on the world.

If you're only capable of communicating generic and bland impact, you will attract candidates with a generic level of excitement about working for you.

Disregarding people who aren't talented and are just excited to get a job with whoever they can, great candidates want to know their talents are being used to contribute to good.

They care about what they do and that is why they've gotten so good at it. Does your description of impact excite this kind of candidate?

In addition, what is the greater vision of impact your business ultimately wants to have in the future and is it compelling enough to make great candidates want to go on that journey with you?



This should give you a great start on creating a compelling message and vision that get's the attention of A-Players.

Your next steps are to craft the story of how your company operates and the path you are on to achieve that compelling vision, all along, tying in your product or service to ensure everyone you hire is an ambassador of your offering.

When this powerful recruiting message is combined with a methodical hiring machine you drastically reduce your chances of making a bad hire.