

# How to attract and retain talent in your company?

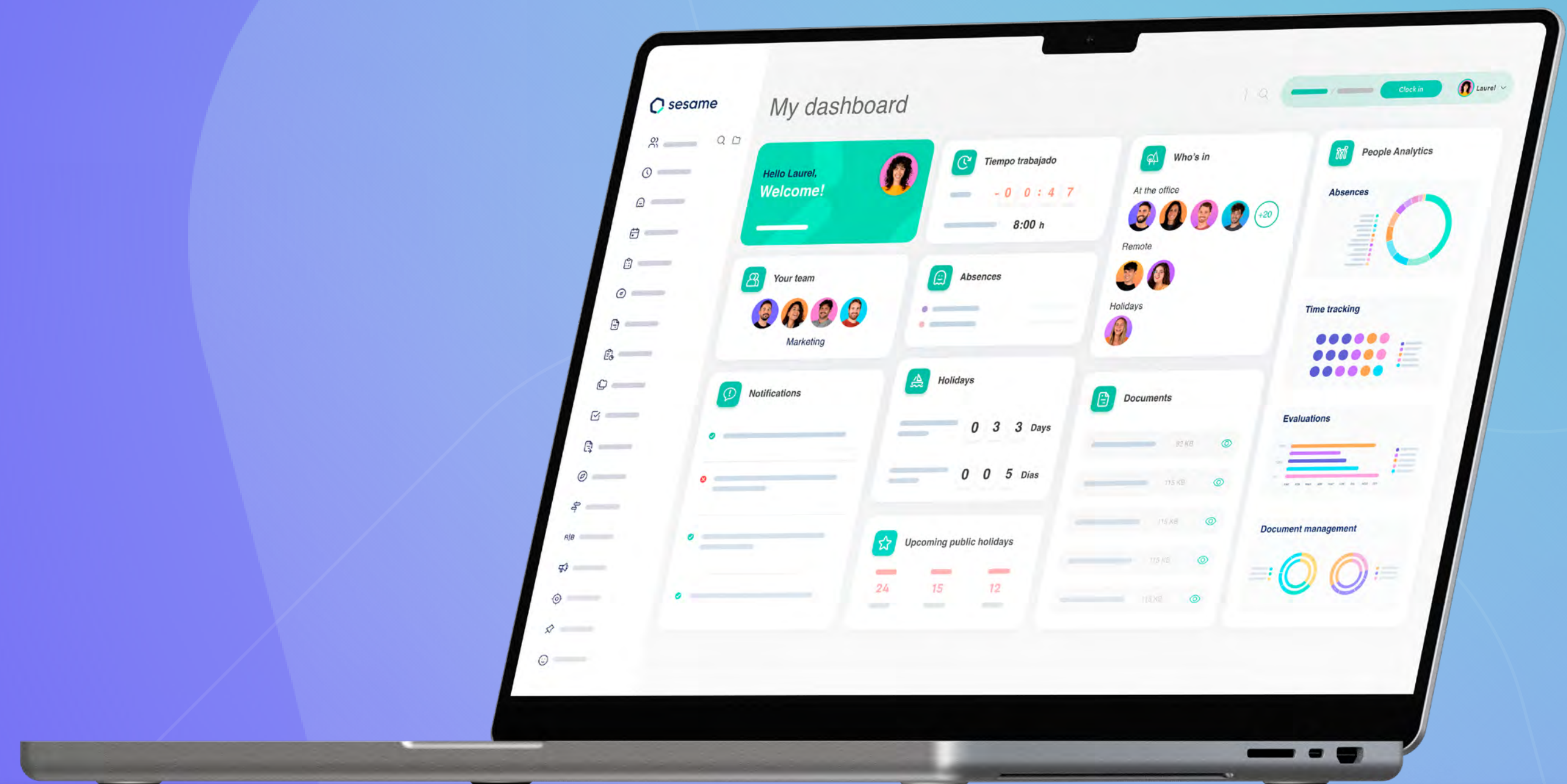


# How to attract and retain talent in your company?

Your business depends on talent. And talent management is not just about covering a need for a vacancy at a given time.

Talent management starts with an attraction strategy, goes through the management of existing talent and continues with retention strategies, which is one of the main challenges for companies. Putting people at the center and creating the necessary conditions for them to fall in love with your brand are some of the keys for your company to achieve its objectives.

If you have come this far, it is because you have detected some shortcomings in your company, but don't worry! We hope to help you in the following pages.



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In this guide you'll find all information regarding talent management in your company.



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1.

# Why do you need to have a talent strategy?

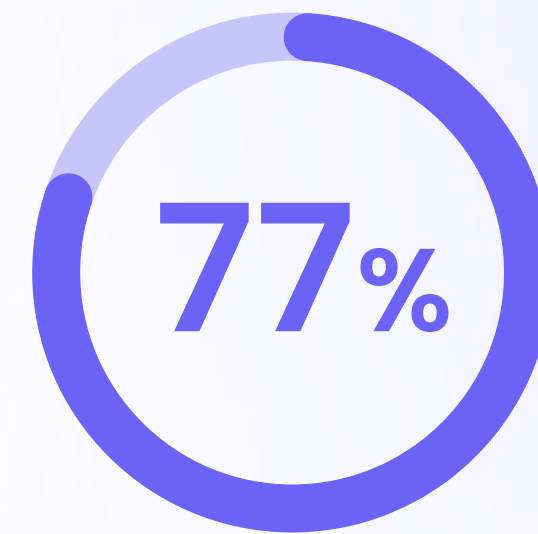
The main reason is because many companies are currently finding that attracting and retaining talent is becoming one of their main headaches.

These figures are just a few examples of the impact talent management can have on companies:

## Job change



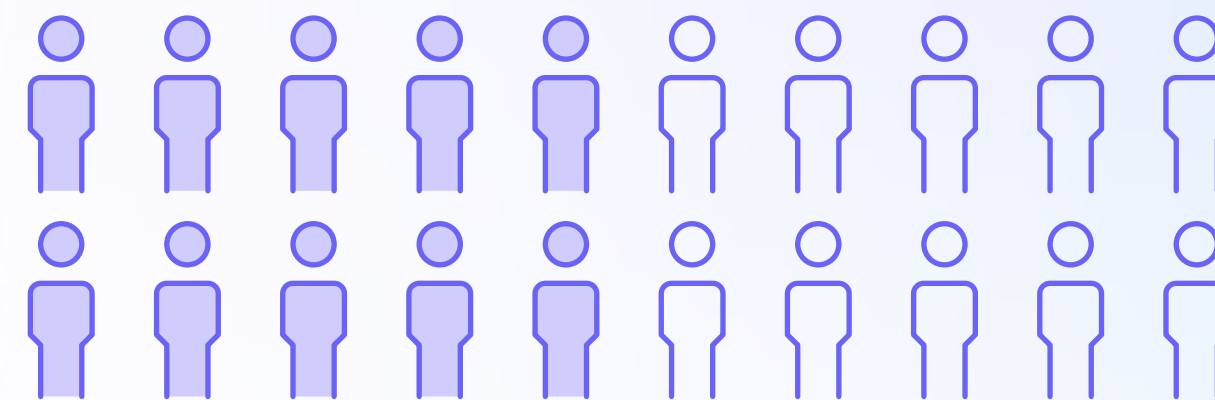
The main reason for a job change is the search for a better work experience.



Of HR professionals say that employee retention is their top priority



But only half measure employee engagement



Globally, talent mismatch stands at the highest figure in a decade as it's at **54%**

Companies with higher levels of employee engagement are able to increase customer loyalty

by **50%**

Highly engaged teams are



more profitable

## Finland and the USA

are some of the countries that find it most difficult to find talent

2.

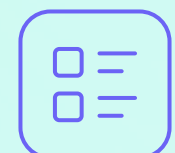
# Where to start creating your talent strategy?

When creating a talent management strategy, these are the key points you should not forget.



## Detecting the need for new profiles in the company.

Know the talent within your company to recruit more effectively.



## Establish recruitment strategies.

Successful recruitment involves proper planning.



## Attracting external talent.

Recruitment processes will help you attract new talent to your company.



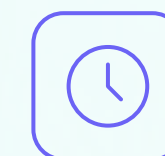
## Development of internal talent.

Thanks to training, you will be able to enhance the skills of your staff.



## Monitoring talent management KPIs.

Track all your human resources processes to see if you are achieving the expected results.



## Evaluate and improve processes with new tools.

You can automate them to save time when managing your staff.



## Support during offboarding, or when leaving your company.

Look after your brand image until the very end.

2.

## Where to start creating your talent strategy?

So what makes a good talent strategy?



## Key aspects

1

First, you need to be clear about what you are looking for in employees. What **skills and qualities** are essential for the positions you need to fill? Once you know this, it will be much easier to find the right candidates and assess their suitability.

2

Second, create an **environment that is attractive** to talented employees. This means offering good compensation and benefits, but also providing opportunities for growth and development.

3

And finally, be proactive in **retaining talented employees**. This means giving them the support they need to succeed and making them feel valued and appreciated.

3.

# How do I attract the best candidates?

When you're trying to fill a position, you want to make sure you attract the best talent for your company. But what do we mean by attracting talent?

To do this, you must promote your company and its culture. You must be proactive in your recruiting efforts. Here are some ideas:

## Employer branding

We're talking about a **strategy to make people fall in love with your brand** and want to work with you. Even when there are no vacancies posted.

Here is an article where you will find the **differences between talent acquisition and recruitment**



Create your own videos explaining what it's like to work with you

Your potential candidates will have a good impression from the start.



Organize your own networking events

This is the ideal way to get to know candidates.



Connect with potential candidates on social networks

This kind of virtual interaction will help you get to know them better.



Attend job fairs and other industry events

You'll learn about new trends, and you'll be able to make a first contact with talent.



Post attractive and clear job offers

Transparency is key to attract the profile you are really looking for.



Make sure you act quickly so you don't lose talent  
Otherwise, candidates will think that your company is not interested in them.

4.

## When talent arrives: how to retain it?

Once you've attracted talent to your company, you'll need to work to retain it.

Offering work-life balance, competitive salaries and benefits, and real opportunities for growth are some of the key qualities candidates look for in a job.

Therefore, your talent retention strategy should include the following incentives for your employees:



### **Work-life balance.**

Nowadays it is a basic pillar for employees to stay in your team.



### **Competitive salaries.**

Adapt to the market according to your company's possibilities.



### **Benefits such as health plans or retirement plans.**

They are the ideal salary supplement.



### **Performance evaluations and talent maps.**

They allow you to identify the potential of your employees and the level at which they are.



### **Continuous training plans.**

They are key for employees to improve their professional skills.



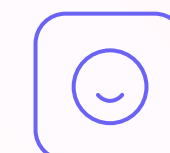
### **Educational grants and subsidies.**

They promote equality in the event of requiring external training.



### **Recognition programs.**

Reward your employees for their good work.



### **Positive work climate.**

Build a constructive work environment to grow as a team.



4.

## When talent arrives: how to retain it?

Another way to retain your employees is to encourage **personal responsibility** within your team.

Show your **confidence** in your team and encourage them to develop new professional and personal skills.

This attitude will show them that you value their work and that you understand the needs of each team member:



**You'll enhance their talent**



**You'll improve your company's productivity**

Here you can learn more about how to develop a wellness program as a benefit for your employees



5.

# Empower talent with the help of technology

We have already seen several strategies to boost talent. If you want to implement them in your company, having a human resources software will be really helpful.

Offering work-life balance, competitive salaries and benefits and real growth opportunities are some of the main things candidates look for in a job. You should keep in mind that your chosen software must be **intuitive and easy to use**, otherwise employees will not use it. With a support software, you will be able to:



## Publish your job offers online

You will be able to share them on your own online platform, or using social networks.



Use a digital time tracking system for greater work flexibility.

This way, you will encourage work-life balance.



## Follow up on your recruitment processes

Both in internal and external recruitment processes, you can share files and comments on candidates. You may also plan the onboarding of new hires.



## Implement work climate surveys

A useful methodology for your employees to anonymously express their opinion about the company's work environment..



5.

## Empower talent with the help of technology



Evaluate the performance of your employees

This type of questionnaires will help you to track internal development and decide on what training actions are necessary to improve your staff's skills.



Create talent maps and establish new training plans

Once evaluations are implemented, you will be able to generate a roadmap of your team's competencies and opportunities for growth.



Monitor human talent KPIs

Review and analyze your company's data about new hires and terminations, as well as the results of your surveys with the help of People Analytics.



Support employees in their offboarding

Make their experience with you a good one until the end, and find out why they are leaving.



# Discover Sesame HR

Join the HR revolution and reshape your team's work experience.

