

# ATTRACT THE RIGHT TALENT!

A checklist to help you  
enhance your employment  
brand.

# ABOUT THE CHECKLIST

If you want to attract people, you need to be attractive!

How attractive is your organization?

Our team has talked to more candidates and hiring authorities over the course of 50+ years than we can even count and the comments we're hearing today are far different from what we've heard decades ago. In today's digital world, the image of your workplace is vital.

We hope you find this checklist helpful in evaluating how you appear to people exploring opportunities in your organization.

## **WEBSITE:**

- ☐ Your website is up-to-date, user friendly, and aesthetically pleasing
- ☐ Your company has a dedicated career page & is prominently displayed on your website
- ☐ You have a current video(s) showing your company's culture featuring your own team members
- ☐ You have media on your website showing industry visibility & are active in industry associations
- ☐ Career opportunities are easy to find
- ☐ Job descriptions are well written, not boring, and it's simple to apply
- ☐ Company history and leadership profiles are well written

## **LinkedIn, Social Platforms, PR, & Professional Networking:**

- ☐ Your company is active on LinkedIn for B2B and professional visibility
- ☐ You have an active, up-to-date LinkedIn company page
- ☐ Your leadership has active LinkedIn profiles
- ☐ Your leadership is active on social media promoting the company and industry
- ☐ Your team members are encouraged to post about the company and its culture
- ☐ You pay attention to Glassdoor and Google Reviews
- ☐ Your company is present at industry conferences, expos, and trade shows
- ☐ Community and charitable involvement is featured in the press/media

## **Company Culture**

- ☐ Building and strengthening the company culture is an ongoing leadership topic
- ☐ Your vision/mission is clear and shared by your employees
- ☐ Your company prioritizes & invests in diversity & inclusion company wide including in leadership
- ☐ You keep all employees involved, and their opinions are heard and valued
- ☐ Opportunities for career growth are abundant and discussed
- ☐ Flexible working arrangements when appropriate (WFX)
- ☐ You have a great internship program and relationships with local colleges

## Compensation

- ☐ Compensation is competitive and continuously evaluated
- ☐ Your benefits are top-notch (healthcare, insurance, 401(K), other retirement benefits)
- ☐ Generous PTO policy
- ☐ Tuition reimbursement for continued education or professional development
- ☐ Unique benefits: company outings/team building events, coffee, free food, game rooms, sleep pods, common areas...use your imagination!

## Other Significant Factors

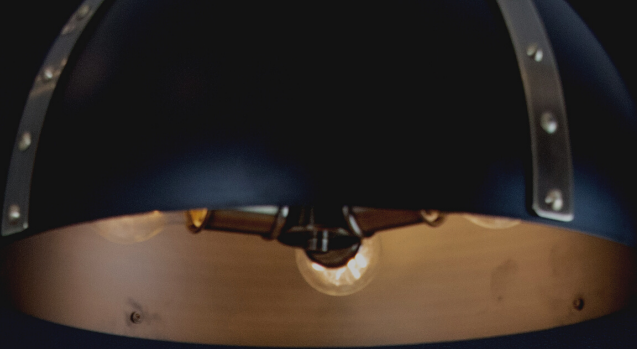
- ☐ Your company is in a high-growth industry
- ☐ Your products are innovative and are poised to capitalize on market needs
- ☐ Your facilities are state-of-the-art
- ☐ You have long-term customers, tenured employees, and a great reputation
- ☐ Your brand is recognized and highly regarded

## Generating Candidate leads

- ☐ Job postings are listed on major job boards (Indeed, Monster, Career Builder, LinkedIn, etc.)
- ☐ You have an internal employee referral program
- ☐ You have well-trained internal recruiting team
- ☐ You have an active college recruiting program
- ☐ Partnerships with temporary staffing firms
- ☐ Partnerships with Professional Search Firms
- ☐ You leverage your employees LinkedIn networks
- ☐ Candidates are responded to in a timely fashion

If you checked off most of the boxes, you obviously are doing the right things to attract new candidates. If you want to discuss how you can improve or attract even *more* people to your company, reach out to us here:

✉ [info@millerresource.com](mailto:info@millerresource.com)



# MILLER

Resource Group



**Thank  
You.**