



# ***How to Make your Business Attractive***

***Hints, Tips and Value from Hargreaves Recruitment  
that will really help with your recruitment process***

# ***HOW TO MAKE YOUR BUSINESS ATTRACTIVE***

## **Company Culture**

Giving candidates a snapshot into your business by demonstrating your company culture is one of the most important things you can do as a business to attract talent. You need to show examples to potential candidates of why you're a good place to work.

## **How to define the types of personalities in your business**

The company culture also intertwines with the types of personalities you will be attracting into your business too, so we really dig deep into the types of personalities that are best suited to your organisation.

## **Company Values**

Having up to five solid company values is also something that we encourage businesses to have as this aligns back to your company culture and also the types of personalities you want in your business.

## **How to create a recruitment process that works for your business?**

Creating a recruitment process is one of the most important steps we will ever advise you on.

Everyone that is involved in the recruitment process needs to have a defined position.

Have a meeting with everybody that is included in the recruitment process to ensure that everybody understands your new way of working - it will eliminate any miscommunication and people love to be involved!

Stop letting hiring managers manage your process, the only thing a hiring manager should do is review the CVs that you have selected and conduct interviews.

Having a process will also ensure that each candidate is treated exactly the same.

Having a process will save you money and it will also minimise your time to hire.

Within this section, we've created a template for you to easily create your own perfect recruitment process that defines who does what within each section of the process all the way through to onboarding your candidate.

## Competitor Analysis

Not a lot of companies we have dealt with, ever do much in regard to competitor analysis but they always have a shock when we provide them with this information.

In this section, we have provided several different ways of conducting competitor analysis which will really give you a clear understanding of where you are, and what you need to be advertising to attract the right candidates.

Google the job title of the role you are advertising and comparing the top five companies on sites like CV library and total jobs will give you an indication of the types of salaries other businesses are advertising. You can also take a look at their job descriptions to see what benefits they are offering.

Getting your advertising right has never been so important, so make sure you are doing as much competitor analysis to ensure you attract the top talent.

The “How To Recruit” course was designed to give businesses back control of their recruitment.

The programme is perfect for businesses that attract talent into their business but want to learn more about recruitment and it's also beneficial for businesses that already have a recruitment department but for some reason, it's just not performing.

The “How to recruit” course is an online learning programme, with lifetime access that teaches you everything that you need to know about recruitment, attraction strategies, interviewing and onboarding. It's interactive, and easy to follow and there are a tonne of templates that you can download and use every day in your recruitment practice.

<https://hargreavesrecruitment.com/course/how-to-recruit/>

