

What would an employer of choice do?

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In the quest for a perfect employee management system formula, the first stop is likely technology. We discover human capital management (HCM) software with streamlined hiring processes, professional development tracking, accounting system integration, real-time reporting, accurate payroll systems and efficient benefits management! This may inspire images of smiling employees with accurate paychecks, a peaceful HR department no longer treated as the internal complaint center, and fruit bowls in spaces previously occupied by stacks of paper.

HCM software is a wonderful way to achieve your payroll, people and time goals, right? Yes, but there's more.



Step back from our idyllic setting, and remove tech tools from the equation. Consider the objective to create and maintain staff that enables your company to thrive. Imagine a globe in your hands. Slowly spin it. Where might people with desirable skills reside?

Now, which organizations on this planet would benefit from these qualifications? These are your human capital contenders.

Recruiting, engaging, and retaining employees should be taken as seriously as perfecting your products and services. Discard any antiquated thinking that offering a paycheck and benefits grants the upper hand.

To interest the best candidates, you must be perceived as an Employer of Choice. Attracting impressive, hard working, and happy employees requires attention to the people behind the resumes—before building a beautifully designed job application portal.

5 things stellar job seekers do that can teach you how to be an Employer of Choice

Learn how to hire, engage, and retain a competitive team by following the methods of your potential employees.

What does a great job candidate do?

1. Know what they want.
2. Pay attention to industry trends & conduct research about the organization before applying for a job.
3. Continually build credentials to stay current.
4. Articulate only the potential contributions relevant to the position.
5. Be visible in person and online. Present a positive impression. Value every interaction.

What would an Employer of Choice do?

1. Identify desirable candidate qualities.
2. Learn what employees need to be happy and care about supporting your goals.
3. Continually refresh methods and tools to meet worker expectations.
4. Highlight only the benefits and culture likely to appeal to candidates.
5. Build a culture of employees who can concisely and accurately speak about the organization.*

Listen to current employees.

*Give staff reasons to talk favorably about their job, even in casual conversations or online. Use confidential surveys to let your team express needs. Find out why they would or wouldn't recommend a friend to apply for a position to work with your organization.

Be careful not to exert all your energy into courting new hires. Nurture seasoned, loyal employees, too. Commit to making improvements, where feasible, in the areas they find most meaningful.

Evaluate your organization.

Before launching a big recruitment campaign, take a genuine look at the staff surveys and other factors, and identify strengths and weaknesses. Review these points and the importance of each one without the filter of desired perception.

Employer of Choice Attributes

Organization

- Financial stability
- Favorable online reviews

Employee Compensation & Benefits

- Fair pay—at or above market rates
- Annual cost of living increases
- Merit based raises
- Self-management of employee benefits
- Childcare benefits or on-site facility
- Health and wellness incentives

Flexibility

- Mobile workplace option
- Flexible work schedule

Professional Development

- Regular employee reviews
- Recognition for success
- Professional growth support
- Growth opportunities
- Industry-norm technology embraced
- Skill-based training
- Continuing education reimbursement

Culture

- Employee ideas valued
- Altruistic mission at core of the organization
- Community support; volunteering & giving
- Team-building activities & social gatherings
- Casual dress code most days
- Leadership-employee engagement
- Transparent company information
- Pet-friendly work environment

After this assessment, your organization will be better equipped to determine what it takes to become an Employer of Choice.

NEXT UP in the Human Capital Management Blog Series

#2: Hiring & Recruiting
We will cover the HCM technology to attain—and keep—the best candidates!



Manage your people, payroll and time—and stay compliant—easier than ever before.

Ready. Set. Contact.



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