

Attracting Top Talent

In today's job market, top talent isn't just looking for a job — they're looking for *the right fit*.

Gone are the days of passive hiring and hoping the perfect candidate stumbles across your advert. The best people have options. They're being approached, nurtured, and courted — often before they even start thinking about moving.

So if you want to attract top-tier candidates to your business, you need to think beyond job specs and CVs. You need to stand out for all the right reasons.

Here's how to do just that.

1. Know What "Top Talent" Means for *You*

Before you can attract the best, you need to define what “best” looks like for your business.

- Is it a proven track record?
- Leadership potential?
- Cultural alignment and values?
- Adaptability and growth mindset?

Top talent looks different to every business. Start by clarifying the skills, behaviours, and values that matter most to *you* — now and in the future.

2. Create a Compelling Employer Brand

Top candidates don't just want a job — they want to join a business they believe in.

- Showcase your mission, values, and culture online
- Share real stories from your team
- Be transparent about what makes your workplace unique (and what doesn't)

People connect with people. If your employer brand is warm, human, and authentic, you'll naturally attract those who align with it.

📌 *Candidates want to know who they're working for — not just what they're doing.*

At Hermitage Consultancy, we align your growth plans with smart recruitment and people-first strategies that protect your culture. We don't just fill roles — we help build the right structure for what's next and connect you with trusted experts if it's outside our remit.

3. Make the Application Process a Good First Impression

You're assessing the candidate — but they're assessing you too.

If your hiring process is slow, unclear, or overly complicated, the best people will quietly move on. Respect their time. Communicate clearly. Offer feedback where possible. And make the process feel personal, not transactional.

🔗 *First impressions count — and your hiring process is one of them.*

4. Offer More Than Just a Pay Packet

Salary matters. But it's rarely the *only* deciding factor for top talent.

What else are you offering?

- Clear progression opportunities
- Flexibility and autonomy
- A strong, values-led culture
- Development and learning support

The right people are looking for long-term growth — not short-term perks.

5. Build a Talent Pipeline — Before You Need It

Don't wait until a vacancy appears to start thinking about hiring.

Engage with potential talent early through:

- Social media and content
- Networking and events
- Talent communities or newsletters
- Warm, consistent outreach

When the time comes to hire, you're not starting from scratch — you're activating a pipeline of already-interested people.

🔗 *Future hiring success is built on today's relationship-building.*

Final Thoughts: Attracting Talent Starts from Within

If you want to attract great people, **be a great place to work**. It's that simple — and that powerful.

👉 **If attracting top talent is on your agenda, let's talk about how to make your business their first choice.**

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