

IAN SAYS

# ARE YOU EMPLOYER-OF-CHOICE MATERIAL?

BECOMING an employer of choice is both a long and treacherous journey, as it takes far more than just a cohesive branding strategy and savvy social media team. Buy-in from numerous stakeholders is crucial, and having the right leaders in the right places even more critical.

The war for talent is real, and organisations very quickly realised that there was an urgent need to be set apart – to be viewed as unique and “cool”, with an effective brand of leadership, and embodying an engaging culture. A survey executed by Accenture among CEOs showed that 60% of them are kept awake at night, being concerned about attracting and retaining the best people.

In this week’s pullout, we will begin by looking at four ways that companies can use to attract great talent, addressing some of the concerns of CEOs that keep them awake at night. Creating a clear value proposition being one, and rocking social media being the other.

Moving on, we’d like to celebrate and highlight a few organisations who have invested a significant amount of time and resources in the journey of becoming an employer of choice, and what sets them apart from the rest.

The centrespread dives deep into the world of the employer of choice, and a global study by Hewitt Associates revealed that becoming a top employer yielded the following benefits: higher engagement, reduced turnover, larger talent pools, and positive business results. Interestingly, contrary to what many of us might have perceived, the top attraction and retention drivers are primarily consistent for employees of all ages.

Next, Marshall Goldsmith describes the credit hog – someone who withholds recognition of your contribution to the team/organisation. To make it worse, it could be someone who steals your ideas and makes it their own, and takes all the credit for it. Towards the end, there is a very useful self-regulating tool that helps us with gaining the right, balanced perspective.

We conclude with our regular column, *Starting Young*. There are a number of insightful ways as to how parents can “ride out the storm” and raise a “perfectly independent teen”. Above and beyond these steps, are the crucial values of trust, respect and compromise – ingredients critical to a family’s well-being.

May the pages ahead be as insightful, compelling and inspiring to you, as they have been for me.

Carpe diem,  
IAN LEE  
Editor  
Leaderonomics.com

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If you found a particular article insightful or interesting, we would love to know your thoughts. Please email us at [editor@leaderonomics.com](mailto:editor@leaderonomics.com)

We are committed to providing content that engages and inspires our readers. If you would like to suggest a **specific theme or topic on leadership** for us to explore, contact us by email at [editor@leaderonomics.com](mailto:editor@leaderonomics.com)

## 4 WAYS SMALLER COMPANIES CAN ATTRACT GREAT TALENT

By **KARIN HURT**  
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THERE are four main reasons my MBA students give me for wanting to work for the big guys versus a smaller company: prestige, salary/benefits, room for upward mobility, and security. Tough factors for the small guys to compete with for sure.

Interestingly, those conversations have been juxtaposed with interviews I’ve been doing for a mid-sized client, as we’re looking to take their social media strategy to the next level. Guess who’s applying? Rock stars from the big guys. Yup, even MBAs.

When I ask these candidates, “Why would you consider leaving \_\_\_\_\_ [insert prestigious, high-paying, great benefits, relatively secure company name here ]?” the answer is they want a place where they can move faster (less bureaucracy) and be more creative.

They want to work for folks who have a strong vision, but are wide open to new ideas (ahh... the sweet smell of confident humility as a competitive weapon).

Of course smaller doesn’t always equate to faster, more creative, or a culture of confident humility, but in this case that’s the value proposition. And it’s working. Score one for the underdogs.

### 1 CREATE A CLEAR VALUE PROPOSITION

Most smaller companies work this backward, reactively trying to piece together a competitive offer, or packaging their recruiting story so it looks good on paper. To truly attract and retain the best talent in your industry, you’ll need a deliberate plan.

Start with your vision: What’s most important to your ideal candidates? What do you want to be known for as an employer? Then do realistic assessment of your current state.

Nothing’s worse than telling candidates you’re fast and creative, if you’re slow and stodgy. The only way to develop a genuine and lasting value proposition is to have a realistic understanding of your gaps.

### 2 SELL YOUR ‘WHY’

Simon Sinek’s golden circle isn’t just about leadership and marketing, it’s vital in the talent wars. The best and brightest are looking for a “why” that matters. Be sure you can articulate yours.

### 3 ENGAGE YOUR TEAM

The 360 interview process is working great for my client because the candidates get to talk to a lot of fired-up people. If your team’s fired up, get them involved to help interview.

If they’re remote, video interviews are a great option. Plus, your team will bring different perspectives and be a good gauge of cultural fit. Of course, if your team’s not fired up, you’ve got bigger issues.

### 4 ROCK SOCIAL MEDIA

Go hang out where the talent is. Most of the folks you really want are not looking on job boards. Showing up strong is an easy way to attract the attention of great people who might not otherwise be looking.

Your turn. What are some of the best ways smaller companies can attract great talent?

■ *Karin Hurt is a keynote speaker, leadership consultant, and MBA professor. She has decades of experience in sales, customer service, and HR which she uses to help clients turn around results through deeper engagement. She knows the stillness of a yogi, the reflection of a marathoner, and the joy of being a mom raising emerging leaders.*

The opinions expressed in this leadership guide are those of the writers or the people they quoted and not necessarily those of Leaderonomics.



## GIVING YOUR VOICE ITS RIGHTFUL PLACE

PROJECTING a powerful voice can really impact a presentation, especially when you’re speaking to a big crowd. People often think shouting or speaking in a higher pitch will increase impact, but those don’t help at all.

In this Learn From video series, Cynthia Zhai, voice coach, speaker and trainer, demonstrates how to have a full and powerful voice. It’s not that difficult!



Watch this enlightening video by scanning the QR code. Share with us some of your voice projection tips by writing to us at [editor@leaderonomics.com](mailto:editor@leaderonomics.com)



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