



# Expert Insights No. 5

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"HELP, we can't seem to recruit anymore!" We hear this from clients all the time. A headhunting agency is not the only solution to this kind of problem. Recruitment is about more than just human resources, it's a company-wide problem that some businesses will not be able to successfully solve if they don't start asking themselves some tough questions.

Employer attractiveness is undermined by candidates who are now constantly on the lookout, for fear of missing out on THE perfect opportunity. They keep their ears open, even after they've been at a company for a few months. After all, you never know what might come along! This means we are facing a highly volatile pool of candidates who leave companies not because they are dissatisfied, but because they want to try something new, which often involves new career paths. The perfect job combines interesting and varied work with limited administrative tasks, flexible working hours, an optimal work-life balance, an inspiring leader, a relaxed atmosphere, modern offices and, most importantly, an enticing pay package. Think it sounds like they want to have their cake and eat it too?

Wondering if you really have to give in to candidates' every whim to successfully recruit new talent? My answer to that is no, just as I don't think money is THE answer for attracting the right people. In my view, it's about offering candidates the right mix, with components that every employee at the company doing the hiring can proudly act as an ambassador for. After all, every employee should feel it's their responsibility to contribute to their company's attractiveness. And every hiring manager should feel it's their responsibility to ask themselves if the job is a good fit for the person's experience, if it appeals to a candidate, and if it works for a certain career plan. When it comes to recruitment, everyone has something to offer.

You must get everyone involved in thinking about your employer branding and your employer-employee commitments. It's time to stop trying to replace one resource on their way out with someone who has the same background and experience. You don't have to re-do the org chart every time someone quits, but it's a good idea to think critically about the existing structure to make sure that it works with current market trends and the needs of the candidates you're trying to recruit. Candidates who "do the same thing somewhere else" will most likely only switch companies for financial reasons. And yet, our clients often say they are less inclined to consider candidates for whom money is the sole motivation.



Employers no longer have the power to position themselves as the sole deciders, they must adapt to candidates (and not just Millennials) who want their work to be meaningful, who want to work with consistent, approachable leaders, and who don't want to be considered just another cog in the machine.

GoToFreedom  
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## About GoToFreedom

EXECUTIVE SEARCH – RECRUITMENT – HR SERVICES - INTERIM MANAGEMENT

When Gwladys Costant founded GoToFreedom in 2013, she chose a name that underscores the firm's greatest strength – **the independence to operate freely.**

- Free to take on the Executive Search and Recruitment assignments for which we provide real added value.
- Free to take a fresh approach to the challenges of our European clients.
- Free to provide customised solutions.
- Free to live up to the values in the codes of ethics for our industry, our clients and our candidates.

*“At GoToFreedom, we have built our reputation and forged lasting relationships with clients and partners through our unique approach and our ability to successfully complete challenging assignments.”*

*“Our partners trust us because they know that we always strive for excellence and we never rest on our laurels.”*

*A precise, thorough methodology is the key to a successful search process. At GTF, we deploy our I2APG methodology for our markets and our global search assignments, reaping the benefits of an international network cultivated for over fifteen years by Gwladys Costant and her teams.*

## GoToFreedom

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