

FIVE KEY REASONS WHY A CANDIDATE DECIDES TO ACCEPT ONE JOB OVER ANOTHER

There are five key reasons why a candidate decides to accept one job over another, according to recruitment expert and author Lou Adler (www.adlerconcepts.com).

Adler says in a recent article that while some candidates are focused on leaving their current job, the more common reason good candidates take other positions is to pursue a new opportunity. "These people need some very compelling reasons to leave an already solid position, or to compete with other opportunities that are very attractive."

He advises recruiters, early in the interview, to ask why the candidate is considering a move at this time - "this gets at the 'going-away' strategy". Then you should ask what the person is looking for in a new job, to understand their 'going-towards' strategy.

Adler says: "They typically say something like, 'Looking for a better opportunity and more challenge.' Then ask the candidate why having these conditions met is important... This requires an applicant to think at a deeper level and often reveals [their] true motivation. Remember what's said here. You'll be able to use this during the closing process as you present the merits of your job."

Understand your candidate's motivation

Adler says that if a candidate is currently in a good situation, or has multiple opportunities, "strong recruiting can win the hiring game for you".

He says the decision of a top candidate with a going-towards strategy to accept one job over another is usually based on five key reasons (in the order shown):

1. **The quality of the job.** Top people take jobs primarily because they meet their needs for growth, challenge, and learning. To get at this, ask your hiring manager why a top person would want this job. Then ask about the big projects and challenges involved in the job. This type of questioning forces the hiring manager to think about the real job and not the skills listed on the job description.
2. **The quality of the hiring manager.** Top people are looking for leaders and mentors to work under. A professional interview with high standards establishes this foundation. Managers who understand real job needs also come across as more insightful. Recruiters can help improve the whole process and increase interviewing accuracy by preparing a performance profile with the hiring manager when they take the assignment.
3. **The quality of the team.** Top people want to work with other top people. Everyone who interviews the candidate must conduct a thorough assessment based on a clear understanding of real job needs. Interviewers who are superficial and chatty, or who "oversell and under listen" can turn off a candidate.
4. **The quality of the company, especially the relationship of the job to the company's growth plans.** It's important to tie the job to some bigger company initiative. This is a process called job branding. For example, someone in a call centre can be part of a growth expansion plan, or someone in accounting can be part of a complete overhaul of the reporting system. While a great company brand can get the person interested, you'll increase the acceptance rate when the actual job ties to some bigger plans.
5. **The compensation package.** As long as the compensation is fair, you have a good chance to consistently hire top people, assuming the other factors are positive. Don't sell the job on compensation; sell it on the chance to make a big short term impact with an opportunity to grow at a faster rate than all competing jobs. Make the job the differentiator, not the compensation. Someone can always pay more.

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