

Canadian Employers Need More Creativity to Attract Top Talents

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We are all aware of how it is becoming increasingly tougher to find talented workers in Canada. We must become more creative to attract top talented candidates. If we want the A employees, we must hire in a more aggressive way. All the companies want the "A" type candidate and to attract them they must be offering the "A" type job. Those companies that were planning on dropping their benefit packages such as family friendly packages, and other perks, should rethink this strategy and begin to offer signing bonuses and other benefits to win these Generation Y workers and those with top experience and high level skills.

In this competitive marketplace, employers are recognizing the strong negotiating power of the candidates. With multiple job offers, high salaries, more promotions and flexible work hours, candidates are in the driver's seat holding all the power. This is occurring in those industries where talent shortages exist the most, such as engineering, health care, accounting and technical. These are the highest paying jobs.

When an employer waits too long to make a hiring decision, the candidate has already accepted another position. Clients must make quicker decisions and not expect to have the luxury of receiving more than two qualified candidates to interview for each job search. These days are gone, and only those clients who realize this are winning the top talent.

My advice to my clients is very simple. If the candidate has the skills, educations, experience and cultural fit you are looking for, make an offer! Don't delay, or you will pay!

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