



HirePower

The 3 Minute Talent Attraction Audit

THE 3 MINUTE

TALENT ATTRACTION AUDIT

Is your candidate funnel more like a colander? You're not alone. In almost every industry, it's getting harder and harder to find and hire good talent. Manufacturing, natural resources, finance and technology sectors are all reporting significant labour shortages.

Even before the pandemic, recruitment was becoming less of a procurement activity and more of a marketing role. The organizations that recognize this already have a head start in terms of investing in their employer brand, learning the new tools and tricks of the trade, and creating compelling candidate value propositions.

In fact, the first thing we recommend to all of our new clients is a thorough audit of their talent magnetism – that is, how attractive are they to new talent, what obstacles are preventing them from filling and nurturing their recruiting funnels, are they harnessing the right tools to compete in an unprecedented labour market?

To get you thinking about your talent magnetism, try our 3-minute mini audit.

	1 Point	3 Points	5 Points	Your Score
Your top priority roles are prominent on recruiting sites	Can't find them	On the first search page	Jobs are routinely listed in top 3 search results	
You actively manage and test titles (e.g. Production Team Member vs. General Labourer)	We only use one title per role	We regularly change the title to reach different candidates	We continually analyze Indeed or Glassdoor stats to identify the right titles	
You demonstrate a commitment to diversity, equity and inclusiveness	We incorporate verbiage that encourages diverse applicants on our postings and/or career site	We have a customized statement about our unique commitment to DE&I on our postings and/or career site	We provide details on how we build and promote DE&I as part of our work culture (i.e. internal committees, events, associations, charitable work, other benchmarks)	
Your postings focus on what employees get and not on what they give	Postings focus on qualifications and duties	Postings are balanced between benefits and qualifications	Postings prioritize the employee value proposition and link to pages with job insights, photos, and testimonials Bonus point if you have video content	
You use employee testimonials as social proof	No testimonials	One testimonial per post targeting candidate persona	Multiple testimonials throughout the posting and the site	

	1 Point	3 Points	5 Points	Your Score
You have a catchy tagline for your employer brand	No Tagline	We usually use a tagline	We build on our tagline to offer details about the meaning and purpose of the role	
Candidates can scan your job ads quickly on their phone	Ads are wordy or not optimized for mobile devices	Ads are concise but not visual	Our ads are mobile optimized and visually engaging so they're easy to scan in the time it takes to order a coffee	
You know your audience	We mostly guess about our ideal candidates	We've done minimal research with current employees, including understanding motivation and awareness platforms	We have detailed, research-based personas for all of our priority roles	
Our careers page is easy to find (e.g. a search for your company name and "jobs")	Rarely on the first page of results	Usually on the first page but lower down	We use search engine optimization (SEO) to rank in the top three consistently	
You actively manage online reviews on sites like Glassdoor	Not managed at all	We respond to some reviews when we have time	We have a strategy to assess and respond to most reviews and to build our ratings	
You have a clearly differentiated employee value proposition (EVP)	We put some reasons to join the company on our postings	We have an EVP but it's similar to many of our competitors	We have researched and built an EVP that is uniquely ownable by us	
			TOTAL	

YOUR RESULTS

0 – 15:

Good for you for thinking about your talent magnetism. There's still time to get started!

16 – 29:

You're on your way! You've moved beyond the basics and are well into best practice territory. Don't stop until you reach 30.

30 – 45:

Congratulations, you're ahead of the pack and getting the attention of the right talent. Time to focus on keeping your funnel full by assessing competitive factors such as compensation.

46+ :

Amazing! You're at the top of your game and looking for opportunities to stay in front of the competition with innovative recruiting and retention strategies.

We work with some of Canada's best employers to help them find, grow and keep the best talent. Our experienced team is happy to help you with a talent attraction audit.

Join Our Conversation

If you're looking for more ideas to attract top talent, give us a call.



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