



Leveraging DEI Data and Initiatives to Build Inclusive Workplaces

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Hiring Smart In A Pandemic

5 key tips for attracting and retaining talent

Posted on 03-17-2021, by:
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The business world is still finding its footing as the pandemic rages on. If you're a leader who has had to cut budgets, scale back, and shift course you know how fast everything has changed. What hasn't changed is that you need top talent to make your business successful during and long after the pandemic. How can you recruit the best when you're not operating with optimal resources? You still have to compete in the marketplace and talented employees are a must for that. It is better to have fewer great employees, so less is more when we're talking about top talent. You are looking for talent to come, engage, contribute, and stay—long after we emerge from the pandemic. Look long term, not short term, as you determine the most important jobs to fill and the talent you need to fill them. Here are five key tips for attracting and retaining talent amid the challenges of the pandemic. 1. Know your 'Avatar.' Get VERY clear on exactly who you want and need using my 8 Factors as a guide (Attitude, Brains, Character, Drive, Emotional Intelligence, Fit, Gut, and Heart—learn more about these in my book, Hire Right, Fire Right) and decide how to describe your position and who you want and need through those lenses. This will narrow your audience to the most appropriate pool of candidates, which, in turn, will