

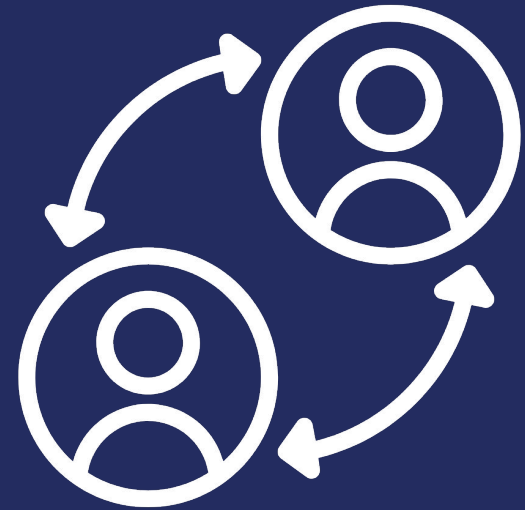
Candidate Motivators



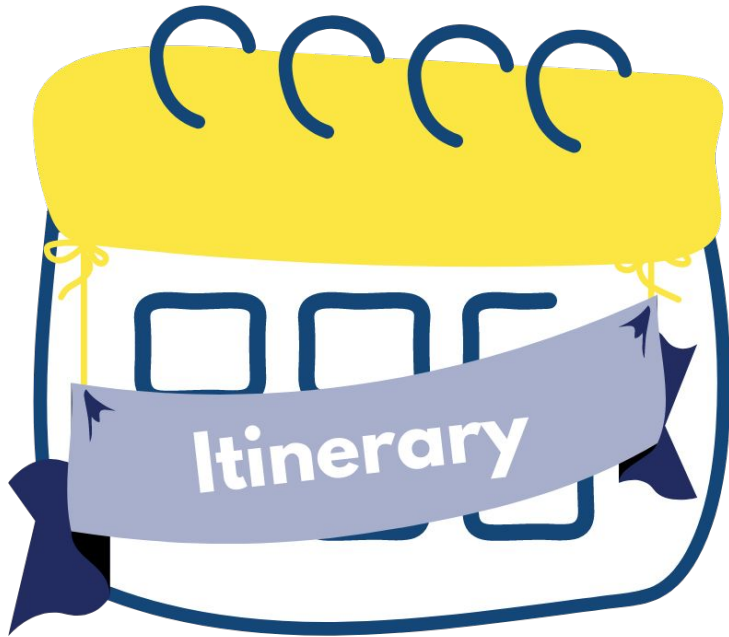
Be Engaged



Make sure you're constantly asking, constantly having conversations about motivations. Ultimately, this leads to what is going to impact them the most it comes to their offer.



This lesson will cover:



- ▶ **Career Advancement**
- ▶ **The Company**
- ▶ **Candidate Experience**
- ▶ **Culture**
- ▶ **Leadership**
- ▶ **Compensation**
- ▶ **Office vs Remote**
- ▶ **The Work**



Career Advancement

What opportunities exist for me now and in the future?

If your candidate is going to make a leap to a new position and/or company, they are going to want to know they have advancement opportunity somewhere else.



The Company

Another motivating factor can be what type of company it is. Their name, brand, and reputation can all be factors in someone's decision.

Does the company have a promising future? Are they mission driven? Are they a public or private company?



Candidate Experience

Potential candidates may judge their employment opportunities based on their experience with you. The better their Candidate Experience, the more likely they are going to be motivated to join that company.

How has the interview process been? How does the company make them feel? Was there transparency throughout? Did they have to wait by their email, because they do not know what the timeline is for you to get back to them.



People Culture

Candidates will want to work at certain companies based on their people culture.

Will they enjoy the people they work with?
How does the company treat their employees? Is there a good work/life balance?



Compensation

Money makes the world go round and candidates may be motivated by what their compensation package will look like.

Surprisingly, not everyone is motivated by this factor or factor alone. Statistics show that only about 39% of employees looking for a job change are motivated by higher salaries. Salary alone is not always the driving factor of switching jobs.



Leadership

The leadership at a future employment place may be a candidate motivator. Candidates want to set themselves up to learn and grow from leaders within an organization.

Do leaders of this organization have a proven track record of success? Is the management style a good fit? Will a new boss inspire them? Will they grow?



Office vs Remote

In the post COVID era, many candidates are seeking remote employment opportunities. However, not everyone is looking for remote work. Make sure to understand what type of work environment a candidate is seeking.

Do they want to be in the office or remote? How far are they willing to commute? Are they willing to relocate? These answers will vary depending on where a candidate is in their life and, career.



The Work

Closing out the motivators, is the work itself. Candidates want to engage in challenging, meaningful, and impactful work where they can make a difference.

Are they going to be challenged? Will they enjoy the work? Is this meaningful and impactful work? Will they consistently be engaged?

Conclusion



As a Recruiter, it is part of the hiring process to ensure you understand what is going to drive a candidate to accept an offer. Many times, it will be a combination of several of these factors. It will be your job to figure out what are the most important factors, and what a candidate will flex on?

Additionally, if at anytime during this process, your candidate tells you a motivating factor that does not mesh with the role you are trying to fill, you must let them know right away.

Always consider the Thriversity Values when communicating with candidates: Know Your Genius, Be Tenacious, Keep It Real, Funfetti, and Embrace knowledge.

Most of all, be passionate and always be transparent.



QUESTIONS?

