

# How to Recruit Talent: On Skills, Passion or Cultural Fit?

Does your business have the right talent management strategy in place for its needs?

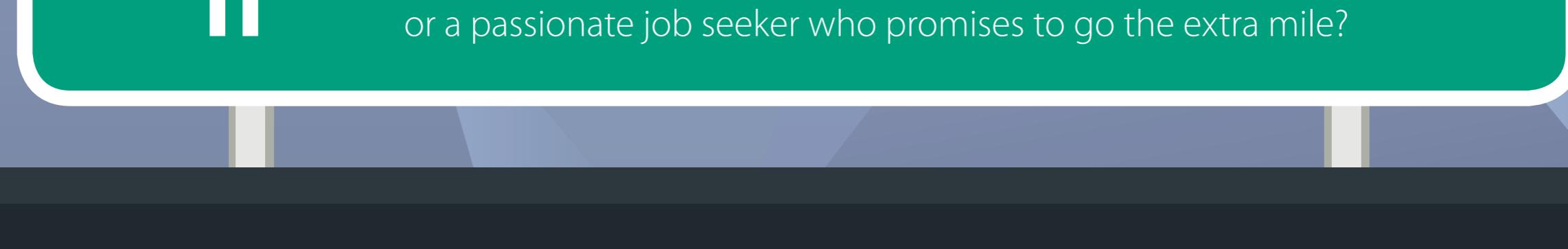


## Hiring - The Challenges

**There's a global talent shortage.**



A quarter of SMEs say candidates did not meet their expectations for job vacancies.



A third of business owners say they've wasted more than 50 hours on hiring the wrong person.

Hiring is a time-consuming process.  
A study by Monster shows that executives spend approximately

# 4 months

trying to find the right candidate.

### What are your options?

The key is to first identify what really matters to your company. Do you value skills, cultural fit – someone who'll flourish in your organisation – or a passionate job seeker who promises to go the extra mile?

### Skills

This candidate possesses all the skills you're looking for.

They have a list of competencies as long as your arm and you know they can get the job done.

They're professional and focused on their career goals – but may be tempted away if a better offer comes along.

Key skills employers need:



#### Communications

critical to all businesses.



#### Analytical

can they identify and solve complex work problems? Can they make decisions?



#### Computer skills

word processing, email and social media in today's businesses are as essential as numeracy and literacy.



#### Organisational

can they plan, organise and prioritise work?

### Passion

The passionate interviewee may have fewer skills, but is keen to learn and get stuck in.

They don't grumble about extra hours because they love what they do.

Whether there's a downside to the passionate candidate depends on your perspective and your needs. What they lack in skills they make up for in hunger and potential.

The most attractive candidates often have a mixture of skills and personality traits that reflect who you are as a company.

### Cultural Fit

Cultural fit means that a person's values and behaviours align with those of your company. It's the glue that holds a team together.

**86%**

86% of hires fail due to poor cultural fit.



Only 13% of the global workforce is "highly engaged".

What to look for in a good cultural fit:

**Interpersonal skills**

**Creativity**

**Emotional intelligence**

## Takeaways

Attracting and retaining skilled talent is even more difficult, given the strong jobs market.

Employee retention depends on cultural fit and personality as well as skills.

A talent management strategy will help you recruit for the long-term.



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Vol. 4: Talent Management**

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