

# TOP TIPS RECRUITMENT

It's 2023: the coffee machine and fruit bowl in the office just don't cut it anymore when you're trying to entice talent to your organisation.

Brannigans gives us their top 10 add-ons you should consider when trying to attract quality talent.

#### 1. A Clear Hybrid Working Policy

Post-COVID, hybrid working has become the reality for many businesses. Remote and hybrid work models are enticing to many workers, so having a clear policy in place around this will ensure both you and your team know what's on offer in this area, and what's not.

#### 2. A Genuine Diversity and Inclusion Policy

Diversity and inclusion in the workplace is an expectation of most employees; and rightly so. But there is little use in branding your business 'diverse' or 'inclusive' if you're not willing to walk the talk. Are you creating an environment where all individuals, regardless of their background, identity or characteristics, are accepted and treated with respect?

#### 3. Flexible Working Conditions

Flexible working conditions are considered extremely valuable amongst today's employees. Further to the Hybrid Policy mentioned above, flexible working shows an understanding from managers that staff have lives and needs outside of the workplace. Whether this is the ability to work from home when a child is unwell, the allowance to make up hours elsewhere or flexibility around start and finish times to fit in with other commitments, flexibility engenders mutual trust and loyalty, which is invaluable.

#### 4. Professional Development

Increasingly, workers want to be supported in improving their knowledge and skills. Professional development opportunities such as regular team information sessions, individual learning opportunities or specific training show staff that you're committed to their ongoing development; something you as an employer will reap the rewards of over time.

#### 5. Clear Development Pathways and/or Retirements Plans

Depending on an individual's career stage and future goals, being offered the possibility of a clear pathway in either direction is very enticing. Knowing you are likely to be able to progress your career without having to take a leap of faith to a new company is a real pull for many employees, as is knowing you can start to wind your hours or responsibilities down

gradually as you near retirement.

#### 6. Additional Annual Leave

Everyone loves time off! That's why it's not uncommon to see job advertisements promising more than the statutory four weeks' annual leave in a bid to entice the right employee. Whether you offer your staff their birthday off each year or an additional week's leave at Christmas, extra annual leave is definitely going to catch the eye of would-be employees.

#### 7. Wellbeing Allowance or Days

With staff wellbeing at the fore in the 2020s, wellbeing provisions are a key tool in your staff-enticement toolkit. Some employers offer regular wellbeing days for staff whilst others incorporate a dedicated wellbeing allowance or stipend for staff to use on specific wellbeing goods or services such as counselling, meditation, gym, yoga or fitness classes.

#### 8. Parental Leave Top up or Flexibility

Acknowledging the juggle for new parents goes a long way in garnering loyalty with your staff. Whilst there are legal provisions for maternity leave, topping this up with additional leave, providing leave for all new parents (whether they gave birth or not) and allowing for flexibility in how new parents return to work post-leave are all strong considerations for young employees choosing which company to join.

#### 9. Volunteer Days

Giving back is an important aspect of work for many. Employees will often prioritise working for an organisation that is aligned with a charity and actively gives back through regular staff volunteer days. The benefits to you as an employer are huge – wellbeing, team connection, public alignment with valuable charities and the chance to engage with your team in a new environment, to name a few.

#### 10. Medical Insurance

Increasingly, medical insurance is a big consideration for staff considering who to work for here in Aotearoa. From discounted to full policies, there are a range of options for employers, and the obvious benefit is ensuring your staff are well looked after when needed.

## About Brannigans

Brannigans specialises in people solutions.

They are a full People Solutions business with a passion for and commitment to supporting teams to become the best they can be and attracting top tier talent.

From executive and governance appointments to HR consulting, leadership development and their amazing flexible workforce initiative, Brannigans know what attracts good people to good roles.