



WELCOME TO OUR

# July 2024 Newsletter

As your HR consultant, I'm bringing you a reminder of the latest updates, insights, and tips to help navigate the ever-evolving landscape of human resources.



In this edition, we cover how to recruit effectively within your organisation and what factors influence your ability to attract talent and the importance of Pride Awareness not just being in June.

Our goal is to provide you with valuable resources and support to enhance your organisation's HR practices and drive success.

Thank you for entrusting us with your HR needs, and I hope you find this newsletter informative.

A handwritten signature in a cursive script that reads "Nicola".

# How do you attract top talent?



## THIS MONTH WE ARE OFFERING A **FREE** CANDIDATE ATTRACTION AUDIT

**In today's competitive job market, attracting top talent is more challenging than ever. Here are some of our top tips on how to recruit effectively:**

### **1. CREATE A STRONG EMPLOYER BRAND**

YOUR EMPLOYER BRAND IS YOUR COMPANY'S REPUTATION AS A PLACE TO WORK. CREATE A POSITIVE, AUTHENTIC BRAND THAT REFLECTS YOUR COMPANY CULTURE, VALUES, AND MISSION. A STRONG EMPLOYER BRAND ATTRACTS CANDIDATES WHO ALIGN WITH YOUR COMPANY'S ETHOS.

#### HOW?

DEVELOP A CLEAR MESSAGE ABOUT WHAT MAKES YOUR COMPANY UNIQUE. SHOWCASE EMPLOYEE TESTIMONIALS AND SUCCESS STORIES. ENSURE YOUR JOB ADVERTS AND CAREER PAGES REFLECT YOUR CULTURE.

### **2. WRITE COMPELLING JOB DESCRIPTIONS**

A WELL-WRITTEN JOB DESCRIPTION CAN MAKE A SIGNIFICANT DIFFERENCE IN ATTRACTING THE RIGHT CANDIDATES. IT SHOULD BE CLEAR, CONCISE, AND ENGAGING.

#### HOW?

USE CLEAR, JARGON-FREE LANGUAGE. HIGHLIGHT KEY RESPONSIBILITIES AND REQUIRED SKILLS. INCLUDE INFORMATION ABOUT CAREER PROGRESSION AND DEVELOPMENT OPPORTUNITIES. MENTION ANY UNIQUE BENEFITS OR PERKS.

### **3. UTILISE SOCIAL MEDIA**

SOCIAL MEDIA PLATFORMS ARE POWERFUL TOOLS FOR REACHING POTENTIAL CANDIDATES. THEY ALLOW YOU TO SHOWCASE YOUR COMPANY CULTURE AND SHARE JOB OPENINGS.

#### HOW?

REGULARLY POST UPDATES ABOUT YOUR COMPANY AND TEAM ACTIVITIES. USE TARGETED ADS TO REACH SPECIFIC DEMOGRAPHICS. ENCOURAGE EMPLOYEES TO SHARE JOB OPENINGS WITHIN THEIR NETWORKS.

### **4. OPTIMISE YOUR APPLICATION PROCESS**

A LENGTHY OR COMPLICATED APPLICATION PROCESS CAN DETER POTENTIAL CANDIDATES. ENSURE YOUR APPLICATION PROCESS IS STRAIGHTFORWARD AND USER-FRIENDLY.

#### HOW?

KEEP APPLICATION FORMS CONCISE AND RELEVANT. ENABLE MOBILE-FRIENDLY APPLICATIONS. PROVIDE CLEAR INSTRUCTIONS AND SET. COMMUNICATE PROMPTLY WITH CANDIDATES ABOUT THEIR APPLICATION STATUS.



**GET IN TOUCH TO REQUEST YOUR  
FREE PERSONALISED AUDIT WHICH  
WILL INCLUDE HOW YOU CAN  
IMPROVE TO SUPPORT IN ATTRACTING  
TOP TALENT**

# Celebrating Pride Month

## The importance of year-round recognition in organisations

Pride Month, celebrated every June, is a time for organisations to showcase their commitment to LGBTQ+ inclusivity. However, supporting LGBTQ+ employees should extend beyond these 30 days and be a continuous effort. Here's why ongoing recognition of Pride is vital for fostering an inclusive and thriving workplace:

Pride Month commemorates the Stonewall Riots of June 1969, a key moment in the LGBTQ+ rights movement. It celebrates progress towards equality, honours contributions of LGBTQ+ individuals, and acknowledges ongoing challenges.

### THE IMPORTANCE OF YEAR-ROUND RECOGNITION:

CREATING AN INCLUSIVE CULTURE: YEAR-ROUND INITIATIVES SHOW GENUINE COMMITMENT TO CREATING A WELCOMING ENVIRONMENT FOR ALL EMPLOYEES.

BOOSTING EMPLOYEE ENGAGEMENT AND RETENTION: REGULAR RECOGNITION ENHANCES EMPLOYEES' SENSE OF BELONGING AND LOYALTY, LEADING TO HIGHER ENGAGEMENT AND RETENTION.

ENCOURAGING ALLYSHIP: CONTINUOUS RECOGNITION OF LGBTQ+ ISSUES CREATES A CULTURE WHERE EVERYONE FEELS RESPONSIBLE FOR MAINTAINING AN INCLUSIVE ENVIRONMENT.

ENHANCING INNOVATION AND CREATIVITY: DIVERSE TEAMS BRING VARIED PERSPECTIVES, DRIVING INNOVATION AND COMPETITIVENESS.

PROMOTING SOCIAL RESPONSIBILITY: ORGANISATIONS PROMOTING EQUALITY AND JUSTICE POSITION THEMSELVES AS LEADERS IN SOCIAL RESPONSIBILITY.

### PRACTICAL STEPS FOR YEAR-ROUND RECOGNITION:

IMPLEMENT INCLUSIVE POLICIES: ENSURE POLICIES ARE INCLUSIVE, COVERING NON-DISCRIMINATION, BENEFITS FOR SAME-SEX PARTNERS, AND SUPPORT FOR GENDER TRANSITION.

PROVIDE TRAINING AND EDUCATION: OFFER REGULAR SESSIONS ON LGBTQ+ ISSUES AND INCLUSIVE PRACTICES TO HELP EMPLOYEES BECOME EFFECTIVE ALLIES.

CELEBRATE MILESTONES AND EVENTS: ACKNOWLEDGE SIGNIFICANT LGBTQ+ EVENTS THROUGHOUT THE YEAR, SUCH AS LGBTQ+ HISTORY MONTH IN OCTOBER OR TRANSGENDER DAY OF VISIBILITY IN MARCH.

CREATE SUPPORT NETWORKS: ESTABLISH EMPLOYEE RESOURCE GROUPS (ERGS) FOR LGBTQ+ EMPLOYEES AND ALLIES TO PROVIDE SUPPORT AND ADVOCACY.

LISTEN AND ACT: REGULARLY SEEK AND ACT ON FEEDBACK FROM LGBTQ+ EMPLOYEES TO SHOW THAT THEIR INPUT IS VALUED AND DRIVE CONTINUOUS IMPROVEMENT.

**Pride Month is an important opportunity to support the LGBTQ+ community, but this support should be visible year-round. I encourage all organisations to take meaningful steps towards creating a workplace where everyone can thrive, making inclusivity a year-round commitment.**