



Bailes Partners  
Consulting

# The Skills Toolkit

*A series of free guides to help you address your organisation's hardest skills challenges*



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## Reviewing your effectiveness in the labour market

Before advertising in the same way that you have always done, or considering a different media channel to attract better candidates, it is worth pausing to analyse how effective your organisation is at attracting skills in the labour market.

Start by asking yourself if you tell the story of your organisation and its impact when you advertise.

The creation and promotion of a positive narrative about your organisation can often be missed as we focus too much on the role itself. Candidates will search for information if it is not presented by you and therefore it is useful to develop your organisation's story.

### Use our checklist to help guide your effectiveness when looking for skills in the labour market:

- Do you explain the purpose of your organisation and the social impact it has?
- Does your website look inviting and show a diverse range of people?
- Are you promoting your employee benefits?
- Do you have a clear story about what it is like to work at your organisation?
- Are your adverts engaging, modern and give a sense of what the role is really like?
- Have you looked at Glassdoor, Trustpilot and other review sites to see what is being said about your company in the public domain?
- Have you assessed your employee offer against competitors?

*However much you are able to sell the benefits, your portrayal of what working life will be needs to be authentic and reflect the employee experience.*

## Time to benchmark your organisation's skills attractiveness?

Our customised programme drives strategic skills planning that's practical, inclusive, and sustainable.

Get in touch [hello@bailespartners.co.uk](mailto:hello@bailespartners.co.uk)

### Why Bailes Partners Consulting?

We equip organisations for the skills challenges of tomorrow. Sharing the know-how to build inclusive leadership models that support people to flourish and outperform expectations.

Effective Leadership   Change & Transformation   Business Growth   HR Consultancy Practice