



## 4 Proven Ways to Attract and Retain Top Talent – A Four-Part Series

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### Part II – Set Up the Job Description

A hot topic among growing companies is how to attract and retain top talent. This is vital to both the company culture and the bottom line. Studies show that the cost per hire can be anywhere from \$4K to 6 months' salary before your new employee is profitable. For upper-level management, this figure increases to a year's salary. So, how do you lessen the financial blow? Attract the right people. Put them in the right seat. And, help them grow.

## **Step two in a four-prong approach to attracting and retaining the right people in your company: set up the job description.**

Turnover is inevitable in today's job market. The best way to combat the costs of employee turnover and increase retention is to make sure you are hiring the right people in the first place. This starts with posting the [job description](#).

### **Specificity over generalities:**

The job description is the first interaction your prospective new hires have with your company.

It's your first impression and their first opportunity to decide if it's worth the time and effort to apply.

Get specific with your description. Remember the [importance of clarity](#) in retaining key employees? People leave because of a lack of clarity and purpose. Be sure to set them up for success by distinctly defining the role from the start. Generic job descriptions attract generic candidates.

If your description sounds like a laundry list of competencies and certifications, you've probably already lost the interest of someone looking for a better opportunity. Try to avoid listing things like Microsoft Word and Excel proficient. Instead, define the type of person who is going to mesh with or add to your unique company culture.

### **Leverage what you're proud of:**

Choose a few of the non-typical incentives or benefits that you are proud of and leverage them in the job description. Highlighting a few distinct advantages that differentiate you from your competitors is going to be more potent than listing the gamut.

Are you having trouble thinking of a few powerful differentiators? It might be time to revisit your benefit packages.

### **Identify what problems you are solving:**

This is the piece that will allow the prospective new hire the opportunity to identify with the position. When you define the issues that filling the position will solve, the prospect will be able to say, "Yes, that's me. This is what I do. This is what I want to do."

Just as necessary is the opportunity for people to self-select out. A clear understanding of your culture, the role, and the problems they will solve, prevents unqualified candidates from pursuing the job.

The job description for each position sets the stage for your employees. Remember, the end goal is a highly competent employee that complements your company culture and embodies your

values. The job description is the first domino in a cascade of events leading to the success, or the failure, of that employee.