

# 10 ESSENTIAL STEPS TO ENGAGE & SECURE FUTURE SUPERSTARS



**Have a great Employer Value Proposition (EVP)**  
Ensure what you stand for and what you can offer resonates with applicants.



**Be coordinated & differentiated for all talent pools**  
Integrate and tailor your approaches to reflect the different experience levels, mindsets and areas of expertise you are seeking in candidates.



**Engage early!**  
Inform and influence based on what candidates value. Form a relationship and establish trust - whether they are passive or active recruits



**At every opportunity maintain effective engagement**  
Tailor you communications across all touchpoints including events, virtual forums, videos, email conversations, and your website.



**Bring you EVP to life with employee and leadership stories**  
After all, people buy people. Good anecdotes will help you appear like-minded and a good fit. Narratives can ignite and strengthen the passion of your future workforce.



**Ensure your online approach complements face-to-face efforts**  
Do this by using virtual technologies and contextual messaging. Remember every interaction counts when it comes to winning hearts and minds.



**Clearly define what a great organisational fit would be**  
Include initiatives around diversity or behaviours and demonstrate relatable values and attributes



**Ensure you communication is simple, transparent and personal**  
If you are on their wavelength, candidates will respond positively



**Update candidates frequently and make time-to-hire as quick as possible**  
This will maintain their interest and help you stay one step ahead of the hiring game!



**Use engaged candidates to be future advocates**  
Now an employee, it's a great time to inspire future hires. Obtain their stories and use them to further build advocacy around your EVP. The cycle need never end!

**GET IN TOUCH WITH OLEEO NOW TO SEE HOW YOU CAN CAPTURE HEARTS AND MINDS OF THE BEST TALENT AND KEEP THEM AS ADVOCATES USING TALENT ENGAGEMENT**

