

# *It's the VIBE*

## *Attracting the Right Candidates for your Company*



*"It's Mabo, it's the constitution, it's law, it's justice it... it's the vibe.... That's it Your Honour – it's the Vibe."* Unless you've been living in a cave for the past ten years you'll recognize that line as one of the most repeated of all Australian made movies, *The Castle. (1997)*

In that much loved cult movie, the character of Dennis Denuto struggled to convey a strong reason for the court to rule in favour of his client, Darryl Kerrigan. But as we laughed through that overall scene, it, like many other scenes of the movie had a basic truth and honesty that we can apply to many aspects of life. The message is simple: *whatever outcome we hope to achieve will be directly reliant on how we represent and conduct ourselves.* In short, no one was surprised when Dennis's plea failed to get the desired result.

And that message applies tenfold when it comes to recruiting the right people to your company.

Investing wisely in Human Resources is the single greatest investment any company will make. All the new fandangled wotsits, doodads, formulas, products and plans in the world won't equate to successfully maintained growth if we don't have the right people to guide them into the marketplace.

And this is where the message of above not only gains momentum, but applies on many levels.

One of the most basic levels is what I call "**Employment Edge**". And surprisingly, this may be more apparent to the prospective candidate than to the employer. To assess whether you have that essential Employment Edge, you need to ask: *Has our company represented itself to be one that top players would like to work for?*

The equation is easy: *To attract the best you have to be the best.*

That means:

- You must be seen to be forging ahead in the marketplace.
- Your philosophies have to be sound and honest.
- Leadership must be encouraging and free of agendas
- You have to have advancement programs in place.
- You have to have clear and open communications with staff.
- Staff must feel appreciated.
- Incentive structures must be in place.
- *In a nutshell, people must be clamouring to get in – not to get out.*

All these things are easy to put into a Performance Statement, but the true test of success will be evident in the level of current staff satisfaction.

Ask yourself this: *Are we continuing to try to find great people because we're growing – or because we can't keep the ones we have?*

## Interview – or Outerview...

The next apparent level is how your company is represented during the search and selection process. The interview procedure is generally misunderstood and often badly handled even though there are structures that can be put into place to attempt to achieve the best outcome.

Too many times we've heard of companies that have the perfect candidate slip through their fingers because the selection process was handled badly.

Remember that the first time your dream candidate will see your company in action will be during the interview, and don't forget that while you are assessing – you in turn are *also* being assessed.

Professional, motivated, dedicated people who are climbing to the top of their ladders have one goal: to continue the climb. And they need a professional, motivated, dedicated vehicle to drive. So they're watching carefully. Handled well,

and if the person proves to be the RIGHT candidate, that vehicle could be your company - and after that, the sky's the limit for both of you.

Of course after ensuring you have employment appeal, you then face the most difficult issue of all: recognising the right person. And the subject of a whole article in its own right...



Till then, let's hope none of us watches our perfect candidate walk away to the echo of Darryl Kerrigans' immortal words: *"Tell him he's dreamin'...."*

### **DTS International**

Phone: 61 2 9360 5111

Fax: 61 2 9360 5199

E-mail: [info@dtssydney.com](mailto:info@dtssydney.com)

Website: [www.dtssydney.com](http://www.dtssydney.com)