

Tips To Attract Rockstar Staff

Today's labor market is complicated to say the least. According to [McKinsey & Company](#), 40% of employees said there is a high chance they will leave their job in the next three to six months—part of what has been deemed the “Great Resignation.” While it might take more creativity to attract and retain credit professionals than before, the basics are the same.

“Companies are truly in a competition with other firms for the limited talent that is available,” Alex Chausovsky, director of analytics and consulting for Miller Resource Group (Lombard, IL), told *Business Credit* magazine. “Yet, most businesses go into this war alone and unarmed.”

Hiring high-quality candidates and keeping star employees should be a company's top priority if it plans to be successful. “If I can recruit the best possible people, it is my competitive advantage,” Jeff Hyman, Kellogg School lecturer said in a [Kellogg Insight podcast](#). “It's more than technology. It's more than branding. It's more than raising the most money. If I can put the best people on the field, I'm going to win the game.”

Attracting the best talent starts before the interview. Hyman suggests keeping position requirements as broad as possible so you don't exclude anyone before you get a chance to speak with them. “God forbid you have so many candidates that you got to talk to in a job market like this—that's a high-class problem,” he said.

Once you hook a candidate and decide to bring them in for an interview, try to know their priorities “before the conversation so you can tailor the way you talk to that person to hit on the points that will be of particular interest to them rather than employing a very generic approach,” Chausovsky said.

Lastly, make sure your offer stands out, especially today when a lot of power lies with the employee. “Rather than hiring a big team and paying average because you have a fixed amount of money that you can afford to pay, divide that amongst a smaller number of people who are absolute rock stars, hugely productive, and you'll wind up paying the same amount,” Hyman explained.