

# PLAY TO YOUR RECRUITING STRENGTHS

## WHAT MAKES YOUR SMALL BUSINESS SPECIAL IN 2023?

If your small business is having a hard time snagging workers because of your wage offering, you're not alone. We recently surveyed small businesses about their hiring and retention struggles, and 36% reported difficulty competing against pay rates of larger employers. While this may feel like an impossible obstacle to overcome, we can help! Let's take a look at what job seekers really want and how you can compete in ways the big guys can't (or won't)!

### FOCUS ON PERKS, NOT PAY

Let go of competing on pay and focus instead on promoting your unique perks. Offerings like employee discounts, workplace flexibility, and subsidized volunteer days give you a recruiting edge. Not only is flexibility highly desired (see our survey data below) but it can also take many forms: flex schedules (set work hours to accommodate life needs), work-from-home opportunities (if your business model supports it), hybrid schedules, and flexible attendance policies. Flexibility is an easy way to show your employees you care about their well being and happiness and is proven to create employee loyalty!

### PROMOTE GROWTH & DEVELOPMENT OPPORTUNITIES

Our survey data show that 35% of job seekers desire advancement opportunities. When interviewing a new candidate, previewing a career roadmap that shows their path for advancement is a great way to demonstrate you have a vested interest in their growth and success. As a small company, you also have the unique ability to provide employees direct and easy access to managers and leadership, a key development attribute big companies lack. Take every opportunity to sell to candidates how you invest time and energy into building their skills and knowledge!

### HIRE FASTER THAN THE BIG GUYS

Larger companies are often bound to lengthy hiring and screening processes and requirements. As a small company, you don't have to jump through as many hoops. In a market where job seekers have plenty of options, beating your competitors out of the gate with faster job offers is a massive competitive advantage.

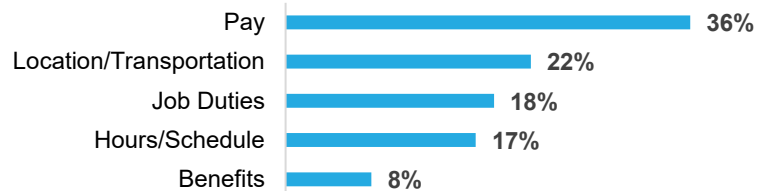
### HOOK CANDIDATES WITH YOUR STORY

Every small business has a special and unique story and culture—use it to your advantage. People love stories, and it's a great way to introduce candidates to your culture before they ever enter your doors. Your company's history, values, and unique elements can be a key component in attracting qualified and motivated candidates. Communicating those messages makes your brand more appealing for candidates. Share your story on your website, in your job posts, during the interview process, and at every point you can in the pre-hire phase.

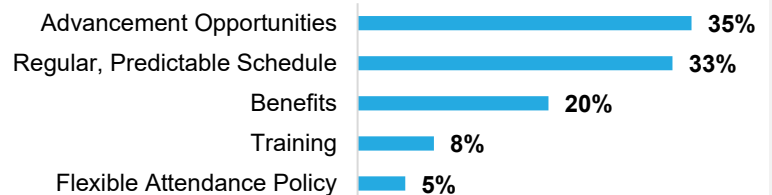
### YOUR SMALL BUSINESS HAS A COMPETITIVE HIRING ADVANTAGE—USE IT

Running a small business is no easy task. But we believe that by learning to use your brand's story coupled with your unique offerings and some workplace flexibility—you can not just compete, but win!

#### JOB REJECTION REASONS



#### DESIRED EMPLOYER ATTRIBUTES



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