



# Talent Acquisition

## Candidate Attraction

### Candidate Attraction Assessment

#### Questions

1

How attractive am I to my target candidates currently?

2

Which of the previous candidate attraction metrics am I exceeding in or need improvement?

3

How can I increase my marketability to my target candidates and how will I know I've been successful?

4

What are the key drivers that would cause someone to move from their role to me?

5

How can I add this into my branding and marketing strategy?

6

Why would / wouldn't my employees refer me candidates?

7

Additionally, consider how you are actively attracting for diverse candidates, versus hiring for all of the same types of candidates and profiles.

### Measuring Your Attractiveness



Cost per hire

Offer acceptance & candidate retention

Candidate quality

Web Engagement