

## Employee Experience Cycle LinkedIn Content Post

### **“Don’t confuse your attraction strategy with your recruitment strategy.”**

A few months ago, I gave a keynote speech on “The great resignation”, and when it came to the Q&A section, we spent some time clarifying the difference between an organisation's attraction strategy and its recruitment strategy. Many people in the room thought I was wordsmithing, and there was no real difference.... However, I beg to differ!

When the talent acquisition team is crystal clear on the difference between the two strategies, they can attract the right people for their organisation and reduce the time to fill a vacancy. What I mean by the right people are potential employees who are emotionally and logically aligned to your organisation’s values, mission, vision, and purpose, and 100% believe in the organisation's products or services before being offered a position.

Here is where the difference between attraction and recruitment strategies comes in.

**An attraction strategy** grabs the attention of the right employee in a way that gets them to apply for a role with your organisation. This strategy focuses on marketing and promotion of not just a role or position within the organisation it also delivers the reasons why a person would want to apply, what they would get if they apply, what is different about this organisation, what is the potential for learning and growth and clearly articulates your employee value proposition. In short, your attraction strategy answers the question, “What will my experience be like working here?”

**A recruitment strategy** is the process of how an organisation interviews, selects and makes the offer to the right employees. This strategy focuses on objectives such as, i.e. what type of interview (Competency, Trail, Situational, Behavioural, assessment centre etc.), who is involved in the interview process, what technology/psychometrics is used for or during, timeframe/duration. In short, your attraction strategy answers the question, “What will be the interview & selection I will need to go through to get a job here?”

One more thing I urge you to consider is how digitally agile you are being in both strategies. In other words, how are you embracing technology to attract and select the right employees? Are you utilising & promoting on all and every type of social media platform, are you using gamification, are you virtual or live, video-based or psychometric focused etc. In closing, regarding Step One of the EEC (Employee Experience Cycle) you must answer this question:

What sort of experience is your attraction and recruitment strategies creating for your potential employees before they get to an interview and during the interview & selection process?

DM me at [omar@elt.ae](mailto:omar@elt.ae) if you would like to learn how to create a magnetic inspirational attraction strategy and an interview and section strategy that is highly engaging and leaves you potential candidates with “I want to work here.”