

Recruiting Challenge

What makes our company better than our competitors?

Brainstorming:

What are our Core Values?

What will we never back down from?

What will we not tolerate?

What do we want to be known for?

What type of individual do we want representing us to the public?

What is our Mission Statement?

What is our Vision Statement//Purpose Statement?

What will we always fight for?

Do you communicate these points to your teams regularly?



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Now using those talking points list five to ten reason why your organization is worth it and why people will choose to work with you (instead of against you).

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

There are no right or wrong answers, only your answers. This can be a difficult because, as a majority, we don't take the time to do this insightful work on a regular basis. Mull it over and understand that this represents tangible and intangible reasons for why you and your teams choose to work where you are. It is important to know this when the recruiter calls, but more important to live and express these values every day in your organization.