



THE LANGUAGE OF RECRUITMENT

Our job is to listen, we listen to clients and we listen to candidates. We hear both sides of the story, what people want in their next role and what clients are looking for from candidates. Last year we brought you 'What it takes to be The Best'. This year, we want to share with you the words and phrases that we hear daily from candidates, focusing on their wants and needs for the future.

More frequently the words and phrases are emotive, not financially driven. Is this perhaps because we are heading towards a more emotive work place? A work place where the individuals and ideas really matter almost as much as profit? Not all industries are heading in this direction but as you will read; candidates seem to be looking out for 'Number One' when it comes to searching for their next role.

Here are the wants we hear most often (in no particular order):

- **Work-life balance** – working hard but also having time off when needed
- **Mid-cap/well-funded start-ups/PE owned businesses** – a setting with less beurocracy, growth aspirations, clarity and focus on goals, and funding to make this happen
- **Flexibility** – to work from home / remotely if, and when, needed
- **Belonging** – being part of something significant and important, ideally a company with strong values and sense of purpose
- **Feedback** – knowing how they are doing and what is, or what is not, working on a regular and consistent basis
- **Growth** – working for a growing company, in a dynamic industry
- **Contribution** – working on things that contribute directly to a company's success, or having direct input into decisions that affect this

- **Progression** – rapid promotion opportunities beyond an initial role, and ideally a proven record of this happening in the recent past
- **Inspirational people leaders** – working for people who are positive and can motivate and inspire others
- **Smart people** – working for people who ‘get it’ and focus on what needs to be done rather than pleasing hierarchy
- **Altitude** – working on projects that are high profile and important within an organisation, that also allow an individual to build their internal profile and relationships
- **Ownership** - of a problem and then being tasked and empowered to come up with a solution that can, and will, be delivered
- **No bureaucracy** – working in a culture that embraces change, gets things done and does not try to please all of the people all of the time
- **Sexy companies** – primarily tech sector companies; think Uber, Spotify, Airbnb, etc.
- **2 year horizons** – 2 years in a role to learn and develop and then progress onwards and upwards, ideally with a path beyond advisory roles and into leadership
- **Mentors/Coaches** – the opportunity, and supporting structures, to be mentored or coached by both internal and external people
- **Global perspective/aspirations/prospects** – working for a company with a current global footprint, or aspirations to grow globally
- **Product passion** – having a personal passion or affinity for the product the company makes or sells

- **Money** – it's still important; Australia is an expensive place to live so this needs to rapidly rise to buy a house!
- **Social enterprise** – working for a company that operates in the 'for purpose' or 'social enterprise' sector
- **Travel** - but not too much as this will negatively impact work-life balance
- **CSR** – being part of a company that addresses CSR topics such as responsible sourcing, zero emissions, recycling, gender equality, etc.
- **Equity** – having 'skin in the game' and 'aligned goals' through ownership in the company

Of course, such an extensive list is impossible to deliver upon so best we say that people nowadays want to work with great people, solving interesting and complex problems, doing a job that makes an impact and justifies the investment of time and energy.