

# 5 TIPS

## TO WIN THE WAR FOR TALENT

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Today, there are more vacancies than ever in a labour market that is too tight. Many companies are struggling to get the job seeker to choose for them. A normal war has no winners, but thanks to these 5 tips you can come out of this war as the winner!



### **Branding**

Purebred talent is not looking for an ordinary 9-to-5 job. They want to be part of something much bigger than they are themselves. Make sure that your company isn't just another company in the row, but that you tell a story that other companies can't tell. Make it clear to your potential future employees what you want to achieve with your company and what problems you want to solve with it. Make the job seeker feel that they are the ones you are looking for, and that you can achieve all these things together.

### **Appreciation**

Good working conditions and a good salary are often no longer enough for today's employees. Increasingly, more and more importance is attached to good fringe benefits. In addition, work should also bring more happiness into life. It is therefore important to know what your employees like. This can be very simple such as a public thank-you or an extra day off. Find out what your employees like and give it to them, this is the only way to keep them happy and prevent them from looking for happiness at another company.



## Freedom

Don't be too short on your employees, but just give them the necessary freedom and responsibility. Assume that they, just like you, have the best interests of the company. Give them the opportunity to work from home, offer flexible hours by means of [time registration](#), opportunities so that they can better coordinate their private and professional lives. This freedom that you give them will ensure that they continue to work with a smile on their face and will do their very best.

## Hierarchy

If we look at the evolution of hierarchy in recent years, we see that fewer and fewer companies attach importance to it. The boss is often your best friend, to put it that way. However, it is extremely important that there is still a distinction between different functions in your company. New employees will then see that there are opportunities for growth within your company. This can cause him to prefer your company over another company.

## Self-development

Offer your employees the opportunity to grow, that's what talent is looking for. They want to acquire as much knowledge as possible and learn more and more. Offer them that opportunity and make it clear to them that your company is open to this. See what kind of training suits whom and don't just give everyone the same training. This, too, can make the difference that a talent will ignore another company and not yours.



GPS has been the specialist in the field of HRM solutions for over 30 years. We are happy to support you with the right HRM solution to help you successfully apply Tip 3: Freedom in the War for Talent.

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