

What Attracts Talent



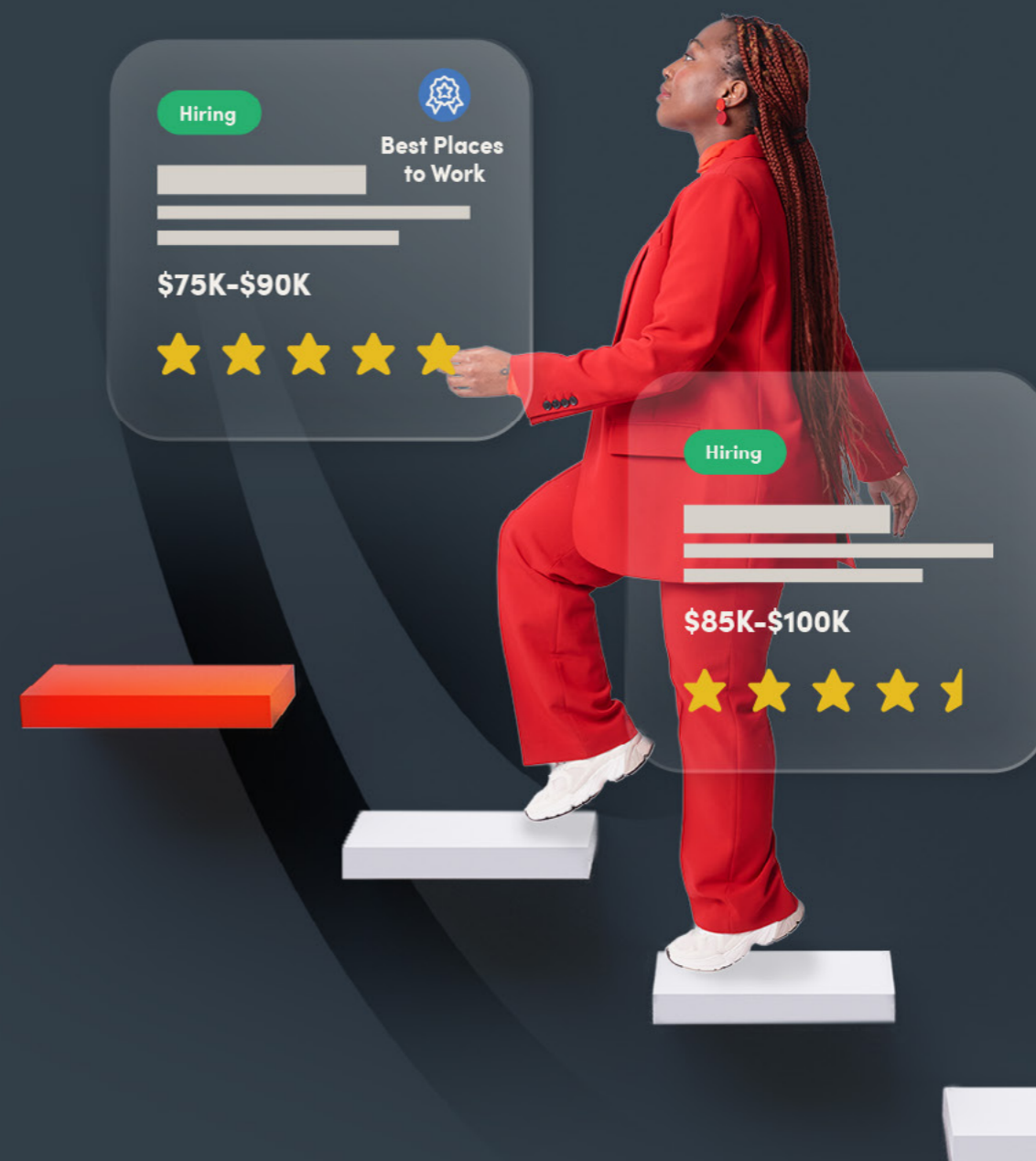
The competition for top talent has never been tougher.

In today's job market, candidates have more options, higher expectations, and greater access to information about potential employers than ever before. A strong company culture and a well-defined employer brand can make all the difference in attracting and retaining the right people.

For job seekers, culture is a key factor in deciding where to apply, accept an offer, and stay long-term. Candidates want to know what it's really like to work at your company. Do employees feel valued? Are managers supportive? Is there a clear path for growth? These questions influence their decision-making as much as salary and benefits.

This guide explores how a strong employer brand, a competitive employer value proposition (EVP), and high retention rates signal a thriving workplace to candidates. We'll also cover the role of technology in shaping the hiring experience — from creating transparency in pay to equipping managers with the tools they need to engage employees.

By the end, you'll have clear, actionable steps to refine your recruitment strategy, enhance your employer brand, and create a workplace that attracts top talent.



Chapter

1

Employer Branding and Employer Value Proposition



68%

of talent professionals
working for top organizations
say employer branding is a
top priority. ([Universum](#))

Why Employer Branding and EVP Matter

In a competitive job market, salary and benefits are just part of what attracts top talent. Job seekers today are looking for organizations where they can grow, feel valued, and align with the company's mission and values. This is where employer branding and an effective employer value proposition (EVP) play a crucial role.

Employer branding is the image a company projects as a workplace. It's the perception current and potential employees have about what it's like to work at an organization. This includes the company's reputation, work culture, leadership style, benefits, and career opportunities.



Employer reputation is one of the **top factors** for employees when considering taking a new job. [\(Source\)](#)

EVP, on the other hand, is the concrete set of attributes, benefits, and programs a company offers to employees in exchange for their skills and contributions. While employer branding is the external-facing image, the EVP is the reality of what employees experience when they work for the company.

A strong EVP differentiates your organization from competitors and helps ensure the talent you attract is aligned with your culture and values.

If your talent acquisition team struggles to articulate why people love working at your company, it's time to reassess and refine your EVP.



Employer Branding:
A company's reputation and image as a workplace.



Employer Value Proposition:
The unique benefits and values a company offers employees.

Benefits of a Well-Defined EVP

A thoughtfully designed EVP has several advantages for both employers and employees, including:



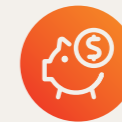
Higher employee engagement

Employees who feel their needs are met by their employer are more likely to be motivated and productive.



Increased transparency

Clear expectations help build trust between employers and employees, leading to stronger workplace relationships.



Cost savings

Retaining employees reduces turnover costs and the need for constant recruitment.



Attracting the right talent

A well-communicated EVP ensures you attract candidates who are a good cultural and professional fit.

How to Build a Competitive EVP

Companies must develop an EVP that goes beyond traditional benefits and speaks to what employees truly value if they want to stand out in today's hiring landscape. Key components of a compelling EVP include:

Compensation and Benefits

Transparency in pay

Candidates appreciate upfront salary ranges and a clear understanding of total compensation, including bonuses and equity options.

Fair and data-driven compensation

Regular benchmarking against industry standards ensures employees are paid equitably.

Company Culture

Mission and values alignment

Employees want to work for organizations that reflect their personal values and make a positive impact.

Mental health and wellness initiatives

Access to employee assistance programs (EAPs), wellness stipends, and workplace resources supports overall well-being.

Career Progression

Clear growth opportunities

Employees are more likely to stay with companies that provide professional development, mentorship programs, and internal mobility options.

Learning and development

Access to training, certifications, and career coaching enhances employee engagement and retention.

By defining and strengthening your employer branding and EVP, you'll not only **attract top talent** but also create a workplace where employees thrive — **reducing turnover** and building a **positive reputation** that speaks for itself.

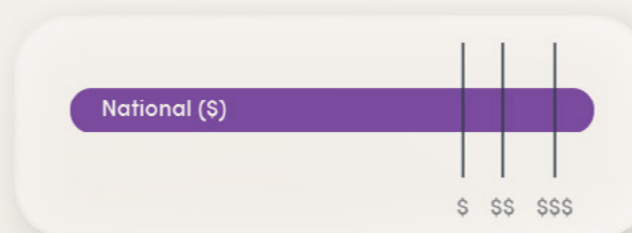




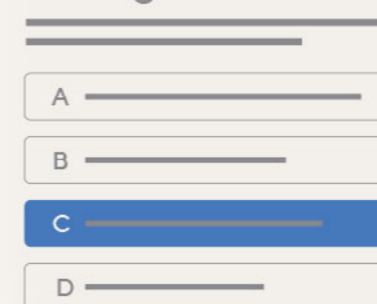
The Toolkit

Tools for Employer Branding and EVP

- ✓ **Applicant tracking systems (ATS)**
for effective recruiting
- ✓ **Learning management Systems (LMS)** for training
- ✓ **Compensation management**
tools to ensure pay transparency and competitiveness



Hiring 101



Data Analyst I Published

New Applications	In-Person Interviews	Background Checks	Rejected	Offers
32	16	0	6	1

Chapter

2

Retention as a Recruitment Tool



Employee experience and engagement account for

42% of turnover intent.

(SHRM)

Keep Them Longer, Attract Them Faster

High retention rates signal a positive workplace culture, demonstrating to potential hires that employees find value in staying with the company. On the other hand, high turnover can raise red flags, making candidates question stability, leadership, and overall employee satisfaction.

For job seekers, longevity among employees suggests strong career growth opportunities, supportive management, and a workplace that prioritizes engagement and wellbeing. When employees stay, it's often because they feel valued, have room to develop, and trust leadership — factors that top talent actively seeks.

Conversely, a revolving door of employees can indicate unresolved workplace challenges, lack of advancement, or even burnout. [Research shows](#) companies with high turnover often struggle with lower morale and productivity, making them less attractive to discerning candidates.



Strategies for Retention

Manager Engagement

- Equip managers with performance management tools and [leadership training](#).
- Ensure managers play an active role in hiring to better foster alignment with candidates.
- Encourage regular check-ins to support employee growth and satisfaction.

Work Environment

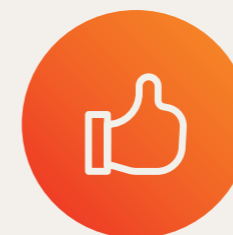
- Create a culture where employees feel valued and empowered to share ideas.
- Offer employee recognition programs to reinforce positive contributions.
- Foster meaningful workplace connections through engagement initiatives.

Learning and Development

- Provide professional growth opportunities through training and mentorship.
- Encourage skill-building to help employees advance within the company.
- Support career pathing initiatives to retain top performers.

Publicizing Retention Efforts

- Highlight awards and accolades related to workplace culture (e.g., Best Places to Work lists).
- Incorporate culture-focused messaging in job descriptions.
- Share employee testimonials and success stories.



Organizations that invest in employee development see **32% higher employee retention rates** and a **28% increase in employee satisfaction**. ([LinkedIn](#))





The Toolkit

Tools for Retention

- ✓ **Performance management** platforms for goal setting and feedback.
- ✓ **Employee recognition software** to foster engagement.
- ✓ **On-demand pay** solutions to support financial wellness.



Jordan has been recognized for Helping Hand

Employee	Review Rating	Performance
Christina K.	3.8/5.0	High
Jonathan C.	4.2/5.0	High
Michelle A.	3.6/5.0	Med

Available Net Earnings

\$1,500

Request Full Amount

\$50

\$100

Other

Chapter

3

The Application Process



49%

of candidates have turned down job offers because they had a poor experience during recruiting.
(PwC)

Why the Candidate Experience Matters

Candidate experience is the impression a job seeker forms about a company throughout the hiring process — from the first job posting they see to the final offer (or rejection). Every interaction shapes their perception of the organization’s culture, values, and employee treatment.

A positive candidate experience builds excitement and trust, encouraging top talent to pursue opportunities. On the other hand, a frustrating or unclear hiring process can drive candidates away — even if the job itself is a great fit. **Nearly half (49%) of candidates** have turned down job offers because they had a poor experience during recruiting, highlighting how a company’s hiring approach can directly impact its ability to attract top talent.

Hi Max, after reviewing your application, we would love to learn more about you. Please use this link to select a time that works for you: [link.97](#)

Hi Dina! I just scheduled my interview. I look forward to speaking with you.



Data Analyst I

Date: Wednesday, October 30
Time: 10:30 AM CST
Duration: 30 Minutes
Location: Video Call

[Schedule Interview](#)



How to Improve Your Candidate Experience

To stand out, companies must create a smooth, engaging, and respectful hiring journey.



Don't let a lackluster candidate experience hold your company back.

Revolutionize your recruiting with our guide and attract the best of the best.

[Download Our Guide](#)

The Role of Technology in the Recruiting Process

Modern HR technology simplifies and improves the candidate journey by automating administrative tasks, streamlining communication, and personalizing interactions. Key benefits include:



Frictionless applications

Mobile-friendly platforms and AI-powered résumé parsing reduce barriers to applying.



Clear communication

Automated status updates and chatbots keep candidates informed and engaged.



Faster hiring decisions

AI-driven assessments and interview scheduling tools expedite hiring without compromising quality.



Stronger employer brand

A transparent, responsive process leaves a positive impression, even on candidates who don't receive an offer.



 The Toolkit

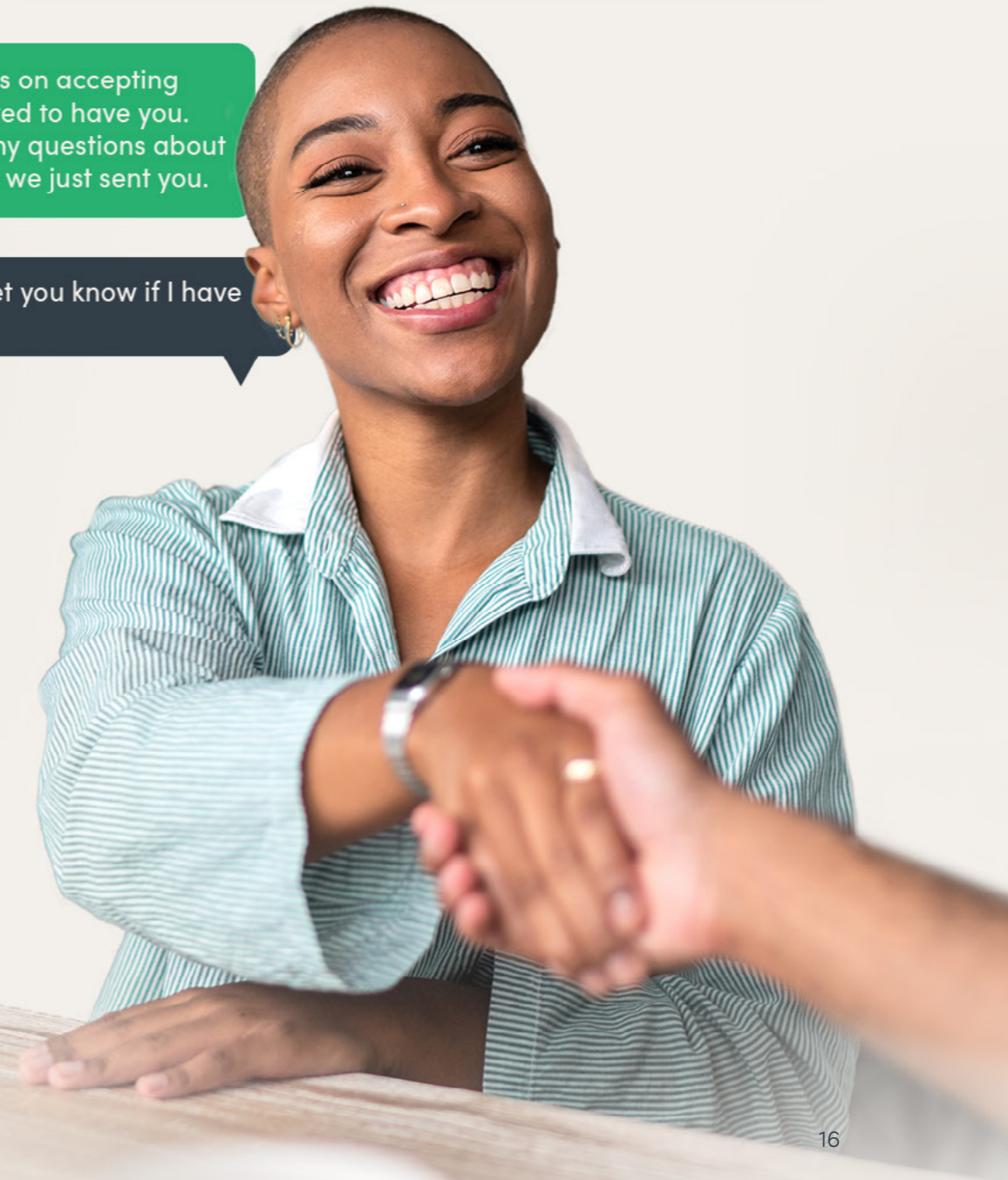
Tools for Candidate Experience

- ✓ **Texting platforms** to accelerate communications with candidates.
- ✓ **Applicant tracking systems (ATS)** equipped with email templates to prepare candidates for upcoming interviews and keep them in the loop.
- ✓ **Background check providers** to streamline the steps between offer and orientation.
- ✓ **Assessment tools** to ensure candidate skills align with job requirements.

Application → Interview → Offer Letter → **Hired**

Hey Rose! Congratulations on accepting your offer. We are so excited to have you. Let us know if you have any questions about the onboarding materials we just sent you.

Thanks Joey! I'll let you know if I have any questions.



Chapter 4

5 Steps HR Leaders Can Take Today



Today's HR leaders are prioritizing

Leadership and manager development **(41%)**

Employee experience **(37%)**

Learning and development **(25%)**

(SHRM)

Actionable Strategies to Attract and Retain Top Talent

Attracting top talent requires more than just offering competitive salaries. HR leaders must create an environment where employees want to stay and where job seekers see long-term potential. From refining hiring practices to strengthening leadership and employee engagement, HR leaders play a pivotal role in shaping a workplace that appeals to today's workforce.

1 Evaluate and update current practices

- Conduct an audit of your current employer branding and EVP.
- Identify gaps in compensation transparency, benefits offerings, and workplace safety.

2 Leverage technology

- Invest in ATS, LMS, and performance management tools to streamline recruitment and retention.
- Use compensation management software to ensure fair and competitive pay.

3 Engage with current employees

- Conduct employee surveys to understand their priorities and needs.
- Implement recognition programs and promote open communication.

4 Train managers

- Provide leadership training to ensure managers are equipped to support their teams.
- Foster manager involvement in the recruitment process to align expectations – equip them with appropriate conduct and questions, etc.
- Create a standardized list of expectations for all hiring managers so the interview process is a seamless experience.

5 Measure success

- Track retention rates, employee engagement scores, or recruiting cost per hire.



Chapter 5

Attract Top Talent with Paylocity



43%

of HR professionals, executives, and employees say their HR technology is effective. ([SHRM](#))

Build a Workplace Top Talent Chooses

Attracting and retaining top talent requires creating a workplace where people want to be. A strong employer brand, a compelling EVP, and a culture that prioritizes engagement and growth make all the difference in today's competitive hiring landscape.

By refining your recruitment strategies, investing in retention, and ensuring a seamless candidate experience, you'll build a reputation that naturally draws top talent. The right technology can help streamline these efforts, making it easier to connect with the best candidates and keep your workforce engaged long-term.

With Paylocity, attracting top talent has never been easier. Get access to tools like:

Employee Experience

Create a culture that values connection, feedback, and recognition.

Talent

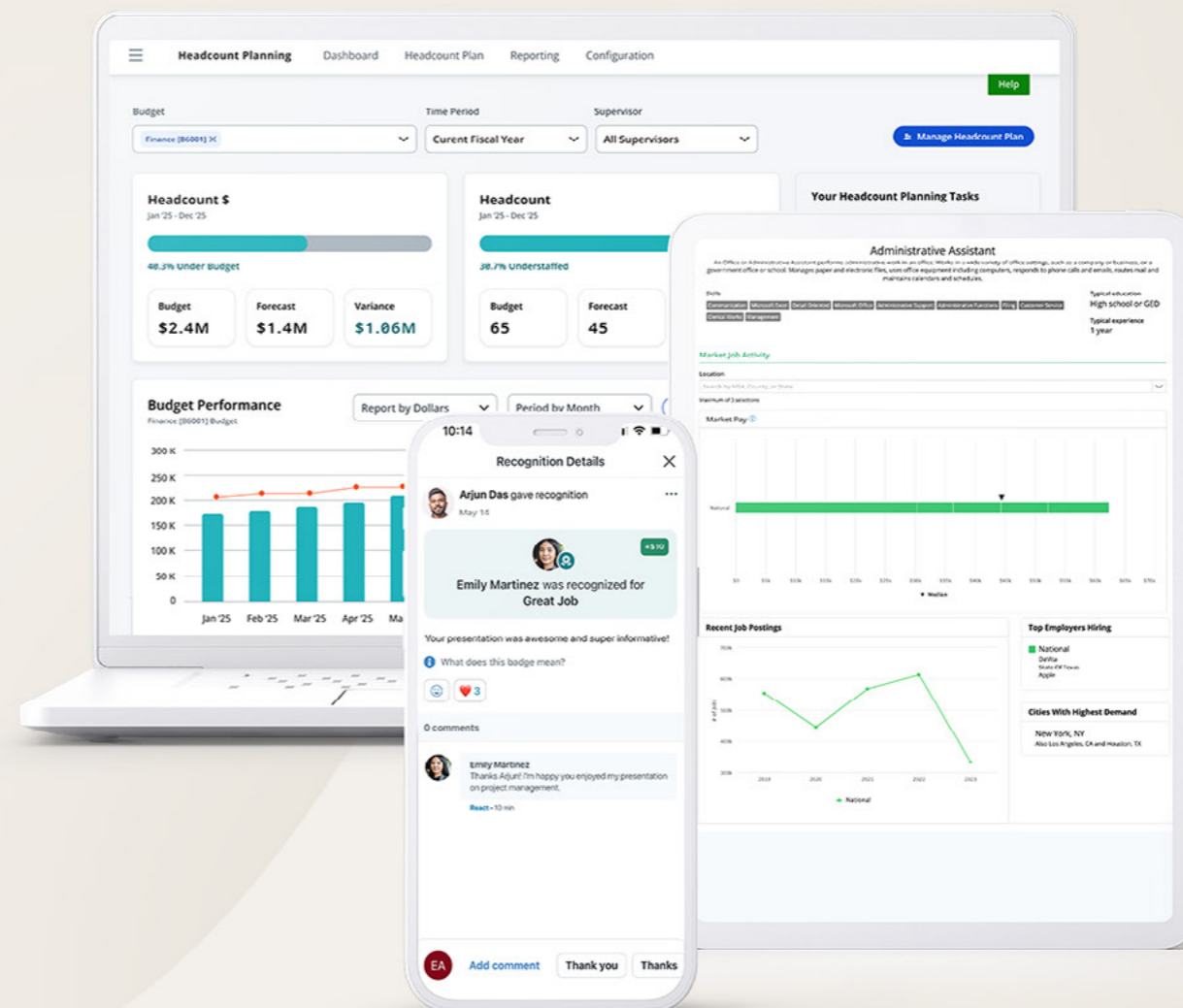
Plan headcount, automate the recruiting cycle, and enhance the candidate experience.

Compensation Management

Browse market data directly within Paylocity to help define roles and compensation. This data will sync to the position in the future to simplify pay decisions.

Integrations

Extend the platform with hundreds of integrations available in the Paylocity Marketplace.



Request a demo or contact your Paylocity representative to see the suite in action.