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Emphasise points of difference

The perception that there is some instability associated with smaller companies is the major reason while small business owners can sometimes feel disadvantaged when it comes to hiring top staff, according to the director of a Brisbane-based recruitment company.

Hayley Crealy of Talentpath says hiring top talent should not be an intimidating experience for small businesses.

Ms Crealy (below) says they should know their points of difference and how to emphasise them.

“Fortunately, more and more people are looking for meaningful work that small companies can provide.”

Ms Crealy says successful recruitment begins with the time taken to carefully decide the nature of the job and what is required of the candidates.

“Once you know the job and its requirements, draw up the advert with the job title as the prominent heading.

“Adverts with the salary displayed often attract larger and more relevant responses, but many studies have found salary to be ranked low on priorities underneath things such as opportunity for progression, management style and location.



“Be sure to highlight other benefits besides the financial package, such as growth or promotion opportunities.”

Ms Crealy says emphasising the size of the business is a positive – smaller companies have more one-on-one management with the CEO often working closely with employees.

“Another advantage of a small business is that it is slower to lay-off in times of uncertainty. Big companies are the first to cut in times of economic crisis.”

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