Binding Earth Ltd shares advice for hiring top talent

Tuesday 21 April, 2015

A company's recruitment process is one of the key elements in ensuring their success. As a company that recruits regularly, Binding Earth appreciate the difficulties companies face in search for talented individuals and share their advice.

Binding Earth believes that 'to be the best, you need to attract the best'. Hiring top talent is the most important thing a company can do in order to grow, but for small business owners, it is a leading concern.In a recent article on success.com, it was revealed that in a recent survey that the hiring manager at small and medium sized business ranked locating and hiring qualified employees as one of their top worries.

About Binding Earth: http://www.bindingearth.com/

Small business owners need to hire the very best people and then enable them to perform at the highest level they can achieve; this means providing them with support and guidance without making them feel trapped by managerial barriers. This is essential if a small business is to grow and be successful.

In a recent article on Inc.com (27 March 2015) social entrepreneur Richard Branson stated that hiring the right people is critical to the success of a company. In the article, the highly successful entrepreneur gave an insight into what he does to ensure his business brings on the best people. Binding Earth review the entrepreneurs points below.

- Don't delegate – do it yourself. Entrepreneurs need to get their hands dirty. Richard Branson insists on being involved with all senior-level hiring decisions (he even flies candidates out to Necker Island for interviews). He also highlights that in the early stages of business, owners need to hire their weaknesses. 'Where you personally could improve, go and seek out that quality in others'.

- Prioritise character over the CV. When hiring, Richard Branson states that CEOs shouldn't put too much emphasis on the applicant's past experience. Cultivating a diverse team, will lead to better and more creative business decisions and solutions. Applicant's personalities should be allowed to shine through during the interview.

- Be aware of candidates who want to be 'set free'.Some candidates choose to look for a new job within a start-up because of the reduced structure and increased freedom. However, some candidates aren't suited to the responsibilities that come with having freedom at work and need structure.

Binding Earth is a small business that specialises in direct marketing campaign management for UK businesses. Founded in Leeds in 2013, Binding Earth has helped a range of businesses maximize their performance through event marketing.

Sources:

http://success.com/article/how-to-attract-top-talent

http://www.inc.com/zoe-henry/3-tips-from-richard-branson-for-hiring-remarkable-people.

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