Omnilotus' Guide to Attracting Top Talent to a Small Business

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Big brands may have the upper-hand when it comes to wooing applicants with their benefits and brand recognition; however Omnilotus discusses how small businesses can promote themselves using advantages such as learning and development.

About Omnilotus: http://www.omnilotus.co.uk/about/

Many job seekers instantly think that working with a large organisation is more beneficial for their career, claims Omnilotus. Big businesses with a large and well-known brand are able to 'woo' candidates by offering an array of benefits such as brand-name recognition to show off with and maybe even a well-known coffee brand in the lobby.

In a recent article on The Wall Street Journal (*How to attract talent to a small company,* August 2015), the benefits of working with small businesses was reviewed. Omnilotus believe that small businesses can offer young professionals key benefits that big brands cannot compete with, such as learning and development. The firm reviewed the article and came with the same conclusion that there is an array of benefits of working in a small business.

These benefits are often less overt, but to a person's individual development a small business can have a massive impact. Omnilotus outline these benefits as:

- Small businesses are less bureaucratic and have closer relationships between leadership and workforce promoting a close learning environment with mentors
- Small businesses offer more flexibility and job diversity with a greater possibility of fast progression
- Workers in small businesses are less likely to 'specialise' so have a greater breadth within their work and a larger understanding of overall company goals
- Small businesses are much better placed to deal with individual needs

Omnilotus is a dynamic and professional sales and promotions agency based in London. The firm prides itself on the skills and support it can offer young professionals such as leadership, relationship building, communication, public speaking and interviewing techniques that they wouldn't get from a big business. At Omnilotus, the firm will teach the fundamental skills that people need to run their own business, through the firm's development program.

Omnilotus conclude that big businesses have a lot of corporate structure that will slow down progress. In this ever changing business environment, large corporations find it harder to adapt to market changes, but a small business is a lot more nimble and adaptable to change. Omnilotus state that this enables a small business to shine, and target a customer base in a way that big businesses can't.

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