



## How Does the X-Factor Impact your Recruiting Strategy?

We often have clients that say, they are looking for a job applicant that has the “*X-Factor*,” *And* to them, we say, we are up for the challenge. But first, we need the company to be able to explain, what the “X-Factor” **means** for their organization.

**Oh that’s easy... right? ... Not!**

Popularized by a British reality television show, the term “X-Factor” has replaced terms like charismatic, strong presence and to a certain extent, The Purple Cow. These terms, in the past, often described that job applicant who literally embodied the X-Factor.

Yet, in order to recognize your X-Factor applicant, when they walk through the door, you first need to understand and define your brand, your culture, who you are as a manager (and that means being honest with yourself about **WHO YOU REALLY ARE** and **WHICH TYPE OF EMPLOYEES WILL REALLY FIT INTO YOUR COMPANY**) and the position you are trying to fill.

To find the right candidate, the job description must reach the right applicants, and your interview process must uncover the right candidates.

So basically, what we are saying is that to find that **X-Factor Employee**, you need to be an **X-Factor Company** **AND the process starts with YOU...**  
**and not the other way around!**

**STOP HOPING** the perfect candidate magically walks through your door and instead develop a solid recruiting strategy that will help you ensure that you hire the X-Factor type candidate and not just an average candidate.

**And remember, that X-Factor candidate might be the diamond in the rough... and you might not be the only one trying to woo them.**

## **A little bit about Position Overviews and their role when advertising to fill a job**

The more transparency you build into your job description, the more likely you are to find the right candidate. While some companies still prefer to hold the cards until an interview, you can save time and streamline your recruiting cycle by being upfront from the outset. Make sure the job description is detailed and specific and includes a clear overview of what is expected of the employee.

## **Figure out the answers to these questions *BEFORE* you meet with the candidate**

- Define the company culture and why someone would want to be a part of your team?
- What are the tasks of the job, and what kind of experience and education are really a MUST HAVE vs. preferred?
- Is there a particular background that would enhance the ability of this person to do the job? (specific industry) What specialized experience would be an asset?
- What kind of work environment can this candidate expect? Are there many co-workers or few? Will they be working in a team or mostly on their own?
- Is the job potentially WFH (Work From Home)? Full or Part-time?
- Will the employee be required to manage staff?
- What is the short and long-term goal for this position as you see it right now?
- How does this position fit into the overall products and services of your company?
- What is the pay range budgeted for the position (hourly rate/ annual salary), potential benefits?

## **Let's talk about benefits for a minute**

We have clients that don't want to release their benefit overview until after a job offer is made... for those clients we ask "Why?" Why not allow the candidate to make an informed decision and go into the offer stage knowing all the fantastic things they will get as an employee with your Company? Health, Disability, PTO time, paid holidays, car or phone allowances, retirement, dry cleaning... you never know what will be the one thing that matters to the right person that with multiple offers in front of them will choose YOUR company over another to come work for.

## **Be prepared for the interview**

If you are looking for a job candidate with real potential the days of, *"Oh No I forgot I had an interview scheduled and I am going to just improvise at an interview"* are over. You are competing with other X-Factor companies for X-Factor candidates. You need to make the right impression or another company will do a better job and retain the talent you hoped to have on your team.

## **Learn about the candidate...that means *STOP TALKING* long enough to actually learn about the candidate**

Many of the candidates that have the coveted X-Factor aren't always in it for the money. And as a result, that element of detachment plays into how they do their job and their overall success... search for that... do your assessments to try to find people that have that coveted element.

## Interviewing questions that will help to uncover X-Factor candidates

To assess the X-Factor, you must get to know your applicant. Once you have asked the usual questions, broaden the conversation. Instead of the rigorous “out of the box” questions designed to test and trip, get to know your applicant based on their job-related experiences with questions that might (or might not) look like this:

- Now that we have talked about this position, how do you see yourself fitting in here?
- What aspects of the job and company do you think you might enjoy the most?
- What would you do if you never had to work again?
- What did you like best about your last job?

Recruiting for top talent is only going to get more rigorous in the next three to five years. New positions are appearing and workers are retraining, bringing new skills into the marketplace. Your X-factor candidates will need to be adaptable, intelligent, able to easily learn and adapt to technology and be resourceful.

Employees, generally speaking, are a reflection of the process that got them in your door. The days of the economy crash are over. There are more good jobs open today than there are good candidates out there looking. When you want to hire for the X-Factor, be sure you have a clear and concise recruiting strategy.

**As an X-Factor Company, you only get one shot to make a good impression on them...  
like they do on you.**

Unsure how to get started putting a recruiting strategy in place or thought you had a solid “plan” only to have had to start your search over or still be in the phase of hoping the right candidate walks through your door, contact McCloskey Partners today and we can manage your recruiting strategy so that you find and retain X-Factor employees.

When you have questions about recruiting, human resources or training, contact us at McCloskey Partners, LLC.

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