



# HOW TO CONVERT TOP TALENT DURING INTERVIEWS

## THE CANDIDATE'S 10 CONSIDERATIONS

For over 10 years, CGC has been connecting the best talent with major projects. In that time, we've learned a thing or two about how candidates review and rate opportunities against their career goals.

Sometimes when they're looking at a new role, or even considering if a current role is still right for them, they can get distracted – after all, there's a lot to consider.

To support candidates, we created a simple guide, so they can consolidate their top 10 considerations – the things most important to them – and what they need to address during interviews.

This can also be used by interviewers to determine what's important to candidates, so they can create the right offers, and attract and secure the best talent.

### How to use this guide

A quick disclaimer – there is no one size fits all! Each candidate will value the following points differently... it'll depend on what they're trying to achieve. For example, is salary the most important factor, or do they need a promotion in the next 12 months, or perhaps they need an accreditation to progress, etc.?

You can of course use a simplified version of the following for all your candidates. We'd recommend, however, doing this for the top talent only and investing your time in the right candidates.

As you move through the interview process, identify the target candidate's current career goals and how your role stacks up. Try to identify if the following considerations are important to them and rank them. The higher the ranking the more important the consideration is to them.

Consolidate their top 10 considerations below. Determine how your role can best meet their career goals, and how you can sell these back to the candidates.

## The candidate

NAME

CURRENT POSITION  YOUR ROLE

CURRENT SALARY  PROPOSED SALARY

### Top three career goals:

1.

2.

3.

What other roles are they applying for?

## Career Progression

Rank	Consideration	Yes	No
	Does the opportunity represent a professional challenge?		
	Will the role help towards achieving their short, medium, long term goals?		
	Is there a clear career path within the organisation?		

**Tip** – talk about how they can progress through the business: interesting projects, international assignments, management positions, new technology, industry best practice, etc.

## Organisational Culture

What are the candidate's personal values?

Rank	Consideration	Yes	No
	Do the organisation's values align with their personal values?		
	Does the organisation manage and reward against the stated company values?		
	Do they understand the company culture?		
	Does the leadership team live the culture?		

**Tip** – give examples of how culture is promoted and managed against, for example, how is it managed during the annual review process?

## Salary & Benefits – measured against their current role.

Rank	Consideration	Yes	No
	Does your salary banding represent an increase on their current package?		
	Are there additional financial benefits: bonuses, additional annual leave, rewards, well-being initiatives, etc?		
	Are there additional non-financial benefits: tax-free loans, childcare, education, fitness memberships, travel allowances?		
	What does the salary progression look like over 6, 12, 24 months?		
	Is there a clear roadmap towards promotion targets and salary reviews?		

### Notes

**Tip** – whilst salary might not be THE most important factor, it does rank highly. We often see top talent swayed at the last minute by counter offers, so be aware of where your salary banding sits and what you have to work with.

Whilst remuneration is important, consider it in a wider context of the whole role. The flattery of a big salary can quickly wear off if they don't enjoy the day-to-day activities, so also focus on the benefits.

## Projects

Rank	Consideration	Yes	No
	Are the organisation's projects right for their career?		
	Is the organisation using technology to deliver projects?		
	Are you in a growing sector with longevity?		
	Is there an interesting longer project pipeline in place?		

**Tip** – good candidates will largely know what you are working on, so talk about some projects that aren't yet publicised or any leading technology that could help their career.

## Management team

Rank	Consideration	Yes	No
	Does the management team connect with the staff?		
	Do the management and leadership teams have a good reputation within the industry?		
	Do the executive team have stated goals team around growth and employee opportunities?		

**Tip** – talk about the strategic plan for the organisation, if you're a listed company talk about the AGM reports or annual reviews.

It can be good to talk about how leadership teams connect at a personal level: lunches, strategy sessions, project/client work, etc.

## Training and development

Rank	Consideration	Yes	No
	Does the organisation provide professional development and support?		
	Is there a set budget, plan, or structure for training?		
	Can the staff manage/build their own professional development?		

**Tip** – provide practical examples of how the organisation has supported the staff to develop their careers, and how this translates into promotions and financial rewards.

## Your candidate's 10 recruitment considerations

Based on the above, and anything else you've discussed, write down the aligned considerations in order below from the most important (#1) to the least (#10).

If you're not offering an important consideration to the candidate, consider how they might be able to achieve this differently, or another benefit that might counter this. For example, whilst your organisation might not pay for an MBA, perhaps there's an affiliation with a provider that offers a discount plus you're happy to provide study leave.

What if you don't have 10? That's fine, but we'd recommend at least five. If you have less than five, then consider if this candidate is a good fit as you might not have enough leverage to attract them to your business.

Rank	Consideration	Offered	Next steps
1.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
2.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
3.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
5.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
6.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
7.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
8.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
9.		Yes <input type="checkbox"/> No <input type="checkbox"/>	
10.		Yes <input type="checkbox"/> No <input type="checkbox"/>	

## Notes

### More resources

As a recruiter, you might be interested in some of our other resources. Click below to see more.

[TOP TALENT CHECKLIST](#)  
[WINNING INTERVIEW TECHNIQUES](#)  
[RECRUITMENT COST CALCULATOR](#)

### Attract and secure top talent with CGC

At CGC Recruitment, our highly motivated team of experienced consultants help clients and candidates connect with major projects by bringing in the best talent and opportunities.

If you're looking for the right team member, [get in touch with CGC](#) and one of our experienced consultants will be happy to help.

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