



# Building a dream team

Proven Strategies on How to Attract Top Talent






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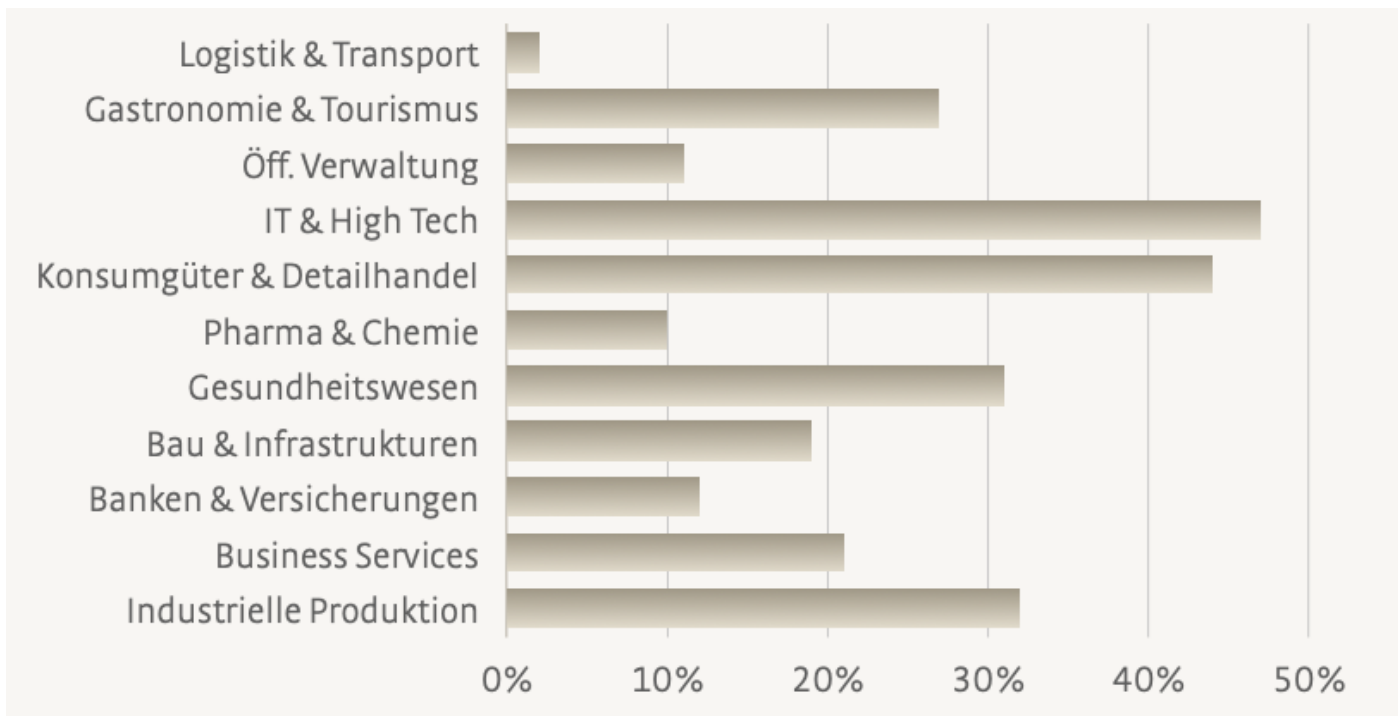
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At the end of this  
power-packed  
session you will:

-  Gain **practical insights** how to attract high-quality candidates.
-  Learn **proven techniques** for sourcing and engaging top talent in a highly competitive market.
-  Walk away with **actionable tips** and resources to build a winning team that drives your startup's success.

# All industries are suffering from a shortage of skilled workers in Switzerland



Source: Whitepaper 2022 from Runstedt

At the end of last year, there were over 120,000 vacant positions in Switzerland, the highest number since 2003, according to the Federal Statistical Office (FSO).



Real story of a young Startup





# What's so difficult?

- Limited **resources** and budget constraints
- Lack of **brand recognition** and reputation
- Difficulty **competing** with established companies
- **Inefficient** recruitment processes
- **High competition** for talent

What are you looking for?



recruitment  
degree  
skills  
students  
media  
social  
staff  
career  
work  
Talents  
employment  
educated  
university  
master  
job



What are 7 most effective recruiting practices in a new world?

# Step 1: Build a Strong Employer Brand



Craft a **compelling employer brand story** that reflects your startup's unique culture, values, and opportunities.



Create engaging and visually **appealing content**, such as employee **testimonials**, videos, and social media campaigns, to showcase your startup's brand personality.



## Some good examples for appealing brand story:

**FlixBus:** "To make sustainable bus travel accessible to everyone.»

**Jimdo:** "To help small businesses create a professional online presence easily and affordably."



# 2

## Step 2: Clearly Define Job Requirements



Conduct a thorough analysis of the position and identify the **3 key skills**, **3 qualifications**, and **3 main responsibilities** required.



Create job **description with purpose** that clearly communicates the expectations and value proposition for potential candidates.

**Top advice!** These are **3** the most important **components** of job add: 1) Job Title, 2) Visual Elements, 3) 5-7 bullet points for each section.

## Step 3: Simplify and streamline your recruitment processes



Map out the recruitment process from start to finish, identifying bottlenecks and areas for improvement.



Don't touch Excel! An investment in a good Applicant Tracking System (ATS) is worth.



**Your advantage as a Startup** to provide positive candidate experience: Respond promptly to candidate inquiries, provide regular updates throughout the process, and minimize unnecessary stages of interviews.



## Step 4: Offer Competitive Compensation and Benefits

Research industry standards and ensure your compensation and benefits packages are competitive within your market.

If **budget constraints** limit your ability to offer higher salaries, consider **creative benefits**, **flexible work** arrangements, or equity options to attract top talent.

**Top advice:** If you think, that candidates are only chasing for high salaries, then you are wrong. What really matters is a meaningful job (= Purpose) and Benefits like: workation and professional development.

# Step 5: Prioritize Cultural Fit

Consider cultural fit as an important factor when evaluating candidates. Clearly define your startup's values and actively assess whether candidates align with them.

Conduct **behavioral interviews** and **involve team** members in the hiring process to gauge cultural compatibility.



**Curious about assessing cultural fit?** The most effective methods include panel interviews and utilizing the STAR interview technique. For further insights, check out our informative [BLOG](#) article (in German).



## Step 6: Adopt Proactive Talent Sourcing Strategies

Go **beyond traditional job postings** and proactively source top talent. By leveraging various channels, such as social media platforms, online communities, industry events and **referral programs**.

Engage with potential candidates through networking and relationship-building activities to **establish a pipeline of top talent**.

**Top advice:** The most effective approach is to implement a referral program, such as the "**Bring a Friend**" initiative, and incentivize your employees to recommend candidates by offering rewards.

# Step 7: Engage Candidates throughout the Process

Here is where Employer Branding starts and magic happens!

Maintain regular and transparent communication with candidates to keep them engaged and interested in your startup. **Give regular feedback!**

Offer **personalized** and meaningful **interactions**, such as virtual tours, meet-the-team sessions, or project-based assignments, to keep candidates engaged and excited about your startup.



# Checklist

- ✓ Do your homework before you start your recruitment process:
  - ✓ make sure everyone in your team knows your **mission**
  - ✓ **map recruiting process** from the start to the finish
  - ✓ be clear about the **job requirements**
- ✓ Invest in a good ATS (**Applicant Tracking System**)
- ✓ Offer competitive compensation and offer modern **working environment** with workation, home office, work-life balance
- ✓ Implement **employee referral programs**
- ✓ **Reward** your colleagues for referrals
- ✓ Post open jobs on your company's social accounts and your own **social networks**
- ✓ Set up LinkedIn page and fill it regularly (!) with pics from your office and your team - showcase your daily business on social media



## Conclusion

- Recruiting is like cooking; it's all about finding the right ingredients for each job.
- There is no one size fits all recipe in recruiting; it takes careful consideration and selection to bring out the perfect blend of talents and qualities needed to create a successful team.

Trust your instinct, take action and «don't think, just do!»



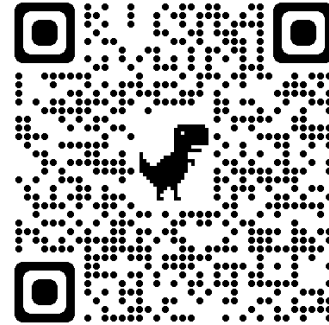


Good luck on your journey to building a dream team!

For more Recruiting &  
Employer Branding #Hacks  
stay with me



LinkedIn



Thank you for your  
listening!



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