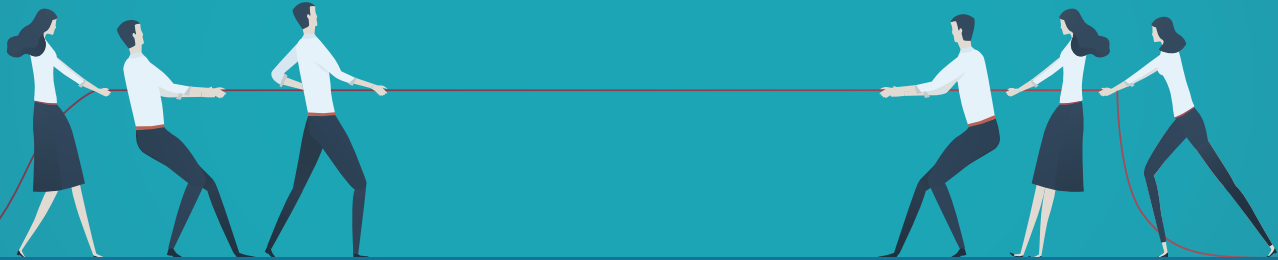


# 4 THINGS TO DO RIGHT NOW TO COMPETE FOR TALENT



The labor market as we know it has changed. Despite record unemployment levels, we're seeing widespread talent shortages across all industries—especially those that depend on a steady stream of entry-level workers earning \$20/hr. or less.

IF YOU'RE STRUGGLING TO ATTRACT AND RETAIN TALENT,  
HERE'S A QUICK AND EASY CHECKLIST TO GET YOU BACK ON TRACK:

## 1. BECOME (OR PARTNER WITH) LOCAL MARKET EXPERTS

To stay ahead of your competition, you need deep market knowledge of both your local labor market conditions and hiring competition. Perform market research to better understand the available talent pool, wage comparisons, and local competition to give your recruiters competitive edge.

***Integrity Tip:** Have a lean team? A seasoned staffing agency can usually provide you with a local labor market analysis, free of charge.*

## 2. OFFER HIGHER WAGES

If big-box retailers are hiring entry-level employees in volume with above-average wages, the only way to compete is to increase your wages. This goes for existing AND new employees, unless you'd rather risk losing them without being able to replace them.

***Integrity Tip:** Implement a temporary seasonal wage increase during your busy season to attract short-term associates—and give a morale boost to your full-time employees.*

### 3. LOOSEN JOB REQUIREMENT RESTRICTIONS

Consider scaling back things like required degrees, prior industry experience, years of experience, and your list of skills requirements to increase the size of your candidate pool and make it easier for people to apply.

**Integrity Tip:** *Really need those additional skills? Consider starting an apprenticeship program or offering continuing education programs to upskill talent in-house and build loyalty.*

### 4. BULK UP YOUR EMPLOYEE PERKS

To become the local employer of choice, you'll need a robust benefits package to attract and retain talent. Medical benefits are just the beginning. Many companies now offer things like online education, financial tools, and Employee Assistance Programs to stay competitive.

**Integrity Tip:** *If new perks are out of the question, hire temporary associates through a staffing agency that provides their associates with a wide-range of employee benefits.*

## STAY AHEAD OF YOUR COMPETITION: LET'S WORK TOGETHER.

Over the past 20-years, we've built one of the most extensive talent pools in the country. Whatever you need, we can help. We partner with clients large and small to deliver custom staffing solutions that provide the cost, service, and scalability efficiencies you need to stay competitive.



LET'S TALK.



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