

4 Ways to Attract the Best Talent on a Budget

It's not always easy to loosen the proverbial purse strings when it comes to your recruiting budget, so it's important to look at a feasible, long-term strategy that fits your company's vision.

Plus, the younger workforce is gravitating towards small businesses despite lower paygrades, which makes them a valuable asset to your workforce.

Here are **4 great, simple ways** to attract top talent to help grow your business.

Offer more flexibility. There are a lot of people that perform exceptionally well outside of the office, and don't necessarily require 40 hours of desk time to produce quality work. Providing your employees with a level of flexibility that offers the chance for them to achieve greater work-life balance is a great way of relaying your appreciation and confidence.

Offer more flexibility.

Companies often refer to their employees as assets – but talented people are not commodities and shouldn't be treated as such. Find out what motivates your employees and take the necessary measures to help them reach their goals. Encourage new projects, and look into training that interests them or that can enhance their current skillset.

Help them grow.

There's been a lot of buzz around the concept of unlimited vacation. Experiment to get an understanding of what your employees value most: vacation bonuses that ensure your team members avoid burnout and feel appreciated; perks that help them afford family trips; or simple discounts on the bare necessities that make vacations more fun.

More vacation

A sense of purpose naturally increases motivation and energy levels. Last year, Deloitte's Millennial Survey found six of every ten respondents referenced a "sense of purpose" when identifying why they worked for their current employer. Encourage offsite activities with charitable and non-profit organizations looking for volunteers.

A greater purpose.