

TALENT ATTRACTION
**STRATEGIES
FOR
FUTURE
SUCCESS**

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HOW TO INCREASE ATTRACTION TO THE **LUBRICANTS SECTOR?**

Key factors include; expanding professional network, offering development opportunities, giving employees a sense of purpose and offering greater job flexibility.

TALENT ACQUISITION IS A 3 STEP PROCESS



ATTRACTION

How the industry works
together on this



CANDIDATE EXPERIENCE

Properly managed
process & consistent
assessment



RETENTION

How the industry works
together on this



EARLY CONTACT

Forming good connections with schools and universities is a valuable way of getting in front of talented young people (possibly the future leaders of your company!) early.

Organizations should ensure that they give young people an introduction to the lubricants sector and also teach them the relevant skills.

COLLEGE & UNIVERSITY
PARTNERSHIPS

SOME GOOD EXAMPLES OF ENGAGING WITH **YOUNG TALENT**

- **Engage with schools** by showing the application of lubricant technology and its impact on the world
- Host an **engaging event** – send a consistent message about your company values
- Offer **apprenticeships, internships** and **work experience**
- Invest in **mentoring**, coaching and extensive training programs to hone student's skills
- Immediately upon hiring young talent, introduce the concept of **career pathing**

HIGHLIGHT THE BENEFITS OF THE LUBRICANT INDUSTRY

Show how your business makes a positive impact on the world, employees, the markets and customers you serve.

SOME GOOD **SELLING POINTS** OF THE INDUSTRY

How lubricants keep the world moving – and making a positive difference

The impact the industry can make to create a greener, more efficient & better environment for the world

How it innovates and regularly steps up to meet challenges leading to interesting and diverse career options



HAVE A STRONG BRAND PRESENCE ONLINE

1. Sell the lifestyle the job brings. Create a short 'day in the life' video of what it's like to work at your company
2. Make your mission relevant and relatable by using real-world application examples to show the exciting work you do
3. Promote your corporate social responsibility practices.
4. Utilise google reviews or glassdoor for social proof highlighting what you are like to work for as an employer.



IMPLEMENT THE LATEST TECHNOLOGY & TOOLS

Show how the industry is digitalising to move with global demands and can give them a working environment where the right technology will support them. This shows you're not a dated company and will evolve with the ever-changing times.





GIVE PURPOSE & MEANING

As a company, the purpose is your reason for being – in communication with young candidates, highlight **WHY you do what you do**. Have a look at your career site, your career videos and employee testimonials. Are you sharing your employee's purpose stories? Does your company showcase examples of actually delivering its values?



OFFER HEALTHY WORK-LIFE BALANCE

SHOW BUSINESS CULTURE

The majority of professionals look for flexibility, trust, and integrity in the company they choose to work for. Top talent seeks a business culture where it is easy to integrate both professional and personal responsibilities.



CONTACT US

ABN Resource are an experienced lubricant recruitment agency who can help you with your search for hard to find talent. Visit our website at www.abnresource.com.