

# COMBAT

the

# COMPETITION

TOP TIPS TO TURN YOUR CANDIDATE INTO A COLLEAGUE



As the legal marketplace becomes increasingly competitive, there is a fight for talent. But even when recruits have accepted their new role...

**1 in 10**  
withdraw

Legal firms and recruiters must work together and take strategic action to retain their top talent - especially during long notice periods.

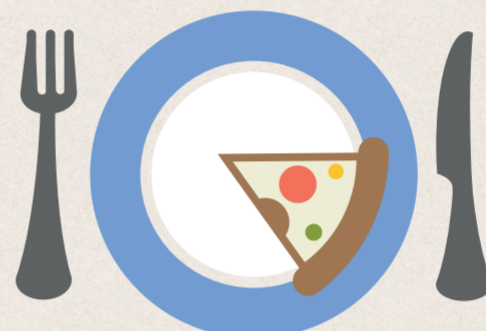


## EARLY START



### DAY ONE

Don't wait until your new recruit's starting date to welcome them into your firm. A simple congratulations card - rather than a formal email - works well.



### BE SOCIAL

Arranging lunch or drinks will make them feel like part of the team.

### BOOST YOUR BENEFITS

Explain your company perks before your new recruit starts, and send a handbook featuring all your best benefits for them to browse at home.



## PLAN FOR THE FUTURE

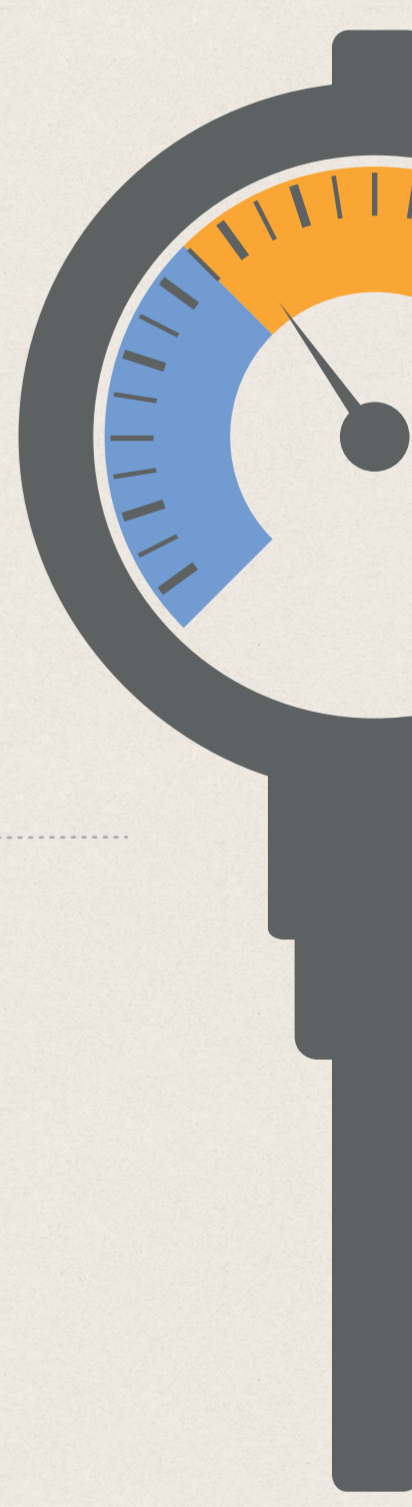


### MAKE CONCRETE PLANS

Make your new starter's transition into your practice as smooth as possible by making future arrangements. Not only will it make the process simple and stress-free, they're less likely to drop-out after making definite plans - and knowing their needs have been met - like guaranteeing holidays before they start.

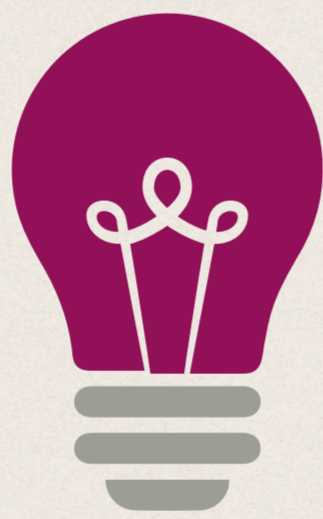
### MINIMISE PRESSURE

Get the paperwork completed early, so your new recruit experiences physical commitment to your company, and feels integrated into the practice.



### STAY SMART

Invite your recruit to training before their start date.



### MIX IT UP



**14%**

of legal professionals say interesting work is their top incentive. Mention the intriguing projects or cases coming up.

## KEEP IN TOUCH

### MAINTAIN MOMENTUM

The average notice period for a solicitor is unusually long - on average around three months - so it's vital you continue positive communication throughout. It will keep your new recruit excited to start at your practice - minimising buy-back pressure and competition from their employer.



### BE POSITIVE

Remember, **66%** of buy-backs fall-through.



### STAND STRONG

Be prepared for counter offers and competition.



## RECIPE FOR SUCCESS

It's important you think creatively about your hiring strategy and don't become complacent. Follow these simple steps to keep your new recruit positive.