



Checklist: Addressing Candidate Concerns to Attract Top Talent

<input type="checkbox"/> Discuss growth potential	<ul style="list-style-type: none">• Clearly outline potential career paths and advancement opportunities beyond the immediate role.• Provide specific examples or timelines for growth within the organization.
<input type="checkbox"/> Be transparent about fiscal health	<ul style="list-style-type: none">• Be ready to field questions regarding revenue, margin and turnover trends. Candidates considering joining a PE backed portfolio company will also want to understand the PE firm's timeline for selling its stake in the business.• Explain whether the environment is stable or a turnaround situation and identify candidates who thrive in those situations.
<input type="checkbox"/> Demonstrate executive leadership alignment	<ul style="list-style-type: none">• Articulate the organization's "true north" (mission, vision + values) and how they relate to this role.• Ensure key metrics and performance goals for the role are clearly defined and agreed upon by leadership.• Communicate this alignment to candidates to build trust and confidence.
<input type="checkbox"/> Clarify organizational structure and role scope	<ul style="list-style-type: none">• Ensure the reporting structure for this role is clear and supportive of success.• Confirm the role has the necessary scope, authority and budget to achieve results.• Avoid unrealistic expectations, such as expecting major change without adequate resources or support.

