



Checklist: Addressing Candidate Concerns to Attract Top Talent

☐ Discuss growth potential

- Clearly outline potential career paths and advancement opportunities beyond the immediate role.
- Provide specific examples or timelines for growth within the organization.

☐ Be transparent about fiscal health

- 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.

☐ Demonstrate executive leadership alignment

- 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.

☐ Clarify organizational structure and role scope

- 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.

