

# IT'S NO LONGER ALL ABOUT THE MONEY.

The right talent can mean the difference between success and failure. However, while recruiting and retaining great people may once have been as simple as offering the highest salaries, the recession caused many organizations to pay very close attention to their costs.

That's why Paladin offers the following to help you recruit and retain the best professionals regardless of your budget. Here are some programs and benefits you should consider adopting in your office.

## Health benefits

More than any other factor, health benefits like medical, dental and vision coverage can play a large part in a potential employee's decision. At a time when many employers are reducing or eliminating medical benefits, you can trump higher salary offers by providing strong medical coverage, while also providing peace of mind for your workforce.

## Tuition reimbursement

When you offer tuition reimbursement, you attract those employees who have an interest in maximizing their skills and taking on leadership roles. Plus, these employees are more likely to remain loyal to your company even after they have graduated. In addition, they can begin applying their new skills to their daily jobs while still in school, making an immediate positive impact on your business.

## Personal and professional development

Extending opportunities for your employees to better themselves – and better their skills – represents a win-win for you and your workforce. Through webinars, workshops or learning sessions, you help ensure that your employees feel empowered to succeed. You can also sponsor your employees' professional association memberships in organizations that provide training and development opportunities.

## Stock options

A stock option plan can help attract new talent and reserve corporate cash. Stock options make employees feel invested in your company's success, giving them extra incentive to make sure the organization's goals are met.



## Flexibility

The old adage, time is money, rings true for employees who value their personal time. New and existing employees will appreciate the opportunity to occasionally work from home, or to work longer hours during the week in return for a flexible Friday schedule.

## Performance bonuses

Performance bonuses can come in many forms, from gift cards to cash awards, and they appeal to potential employees who are willing to go the extra mile in order to earn extra money. Bonuses are also a great way to motivate employees and make your workforce feel appreciated at the same time.

Negotiating a job offer doesn't have to come down to offering a higher wage. By extending other benefits, like medical coverage, tuition reimbursement, learning opportunities, stock options, flexible schedules and performance bonuses, your company can close the deal with top professionals without opening the door to burdensome salaries.

**For more workplace insights, or to find out how Paladin can connect you with top professionals that fit your budget, contact your local branch today.**

## About Paladin

Paladin is a professional staffing and recruitment firm dedicated to the marketing, creative and communications professions. Within these specialties, Paladin is a trusted partner for freelance, contract-to-hire, direct-hire, executive search recruitment. Each Paladin account manager has direct experience in the fields we serve, which allows us to provide highly personalized, effective and efficient service to clients and expert counsel to candidates. To learn more, please visit [paladinstaff.com](http://paladinstaff.com).