

Four Advantages Small Business have in Recruiting Top Talent

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Small to medium-sized businesses should not be intimidated by hiring top talent. More and more employees are looking for meaningful work that only a smaller company can provide. And even if a small business can't pay as much, money is less important than an individual's values. Small business can win the talent game this time around!

1. Small business is slower to layoff in times of uncertainty. Big companies are the first to cut in the wake of economic crisis.
2. Big corporations have cultures that are often distant from the actual vision of top management. In small companies, everybody works together where the vision, integrity, and passion of the owner creates a positive, warm culture for employees.
3. Being a small cog in the large corporate machine makes employees feel as if their results have no impact on the organization. In small business, the results of an employee's work can be felt immediately. This quick feedback mechanism creates stronger employer-employee relationships and mentoring.
4. Employees in large companies rarely feel the use of their full potential and talents. In the small firm, everyone knows and needs the full talents and contribution of each employee to succeed.

Learn how you can win the talent war by ordering Ray Brun's *[How Small Businesses Capture Talent: 164 Strategies for Recruiting and Hiring Winner](#)*