

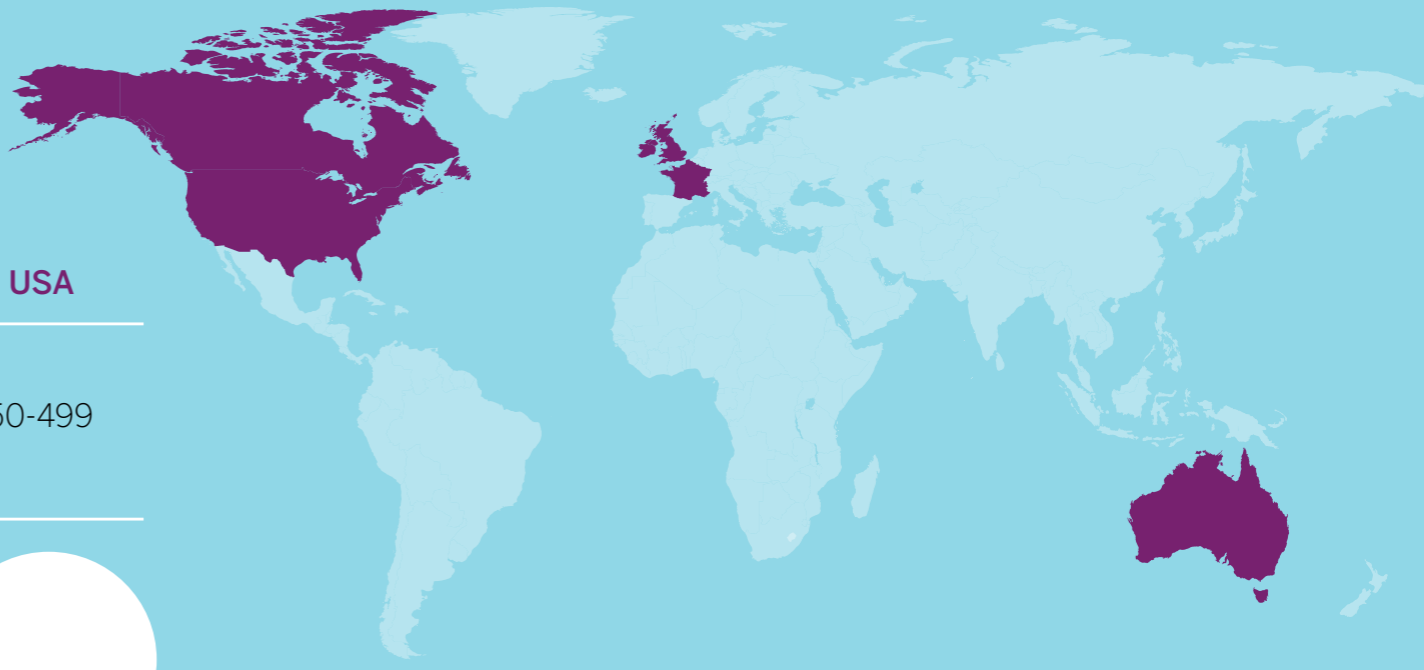
How medium-sized companies can win the battle for talent

The employment data is clear: Medium-sized businesses are **powerful employers and contributors** to their nation.

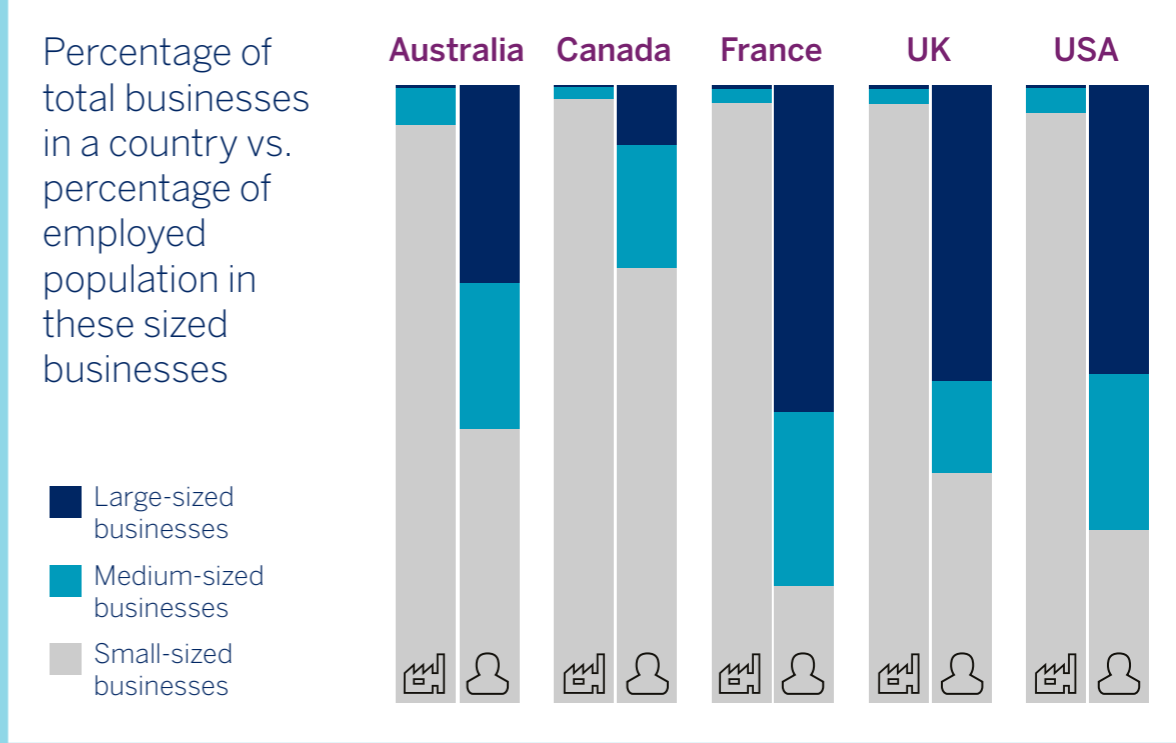
Yet, these companies must overcome a number of unique challenges to stay competitive, let alone grow. Chief among them is to find and retain qualified, skilled workers.



Medium in size, major impact



	Australia	Canada	France	UK	USA
Number of employees to be classified a medium-sized business	20-199	100-499	50-249	50-249	50-499
Active medium-sized businesses	50,995	21,415	28,800	32,555	201,773
Share of medium-sized businesses of all active businesses	6%	1.8%	2.4%	2.5%	4%
Share of total employed population working in medium-sized firms	23.5%	19.8%	28.1%	14.9%	25.2%



Underlying talent acquisition issues

Labour shortages

In many nations, a rapidly aging workforce, declining population, and trouble activating a big part of the national workforce are generating labour shortages that threaten national economic growth.



Skill shortages

Skill shortages occur when organisations cannot recruit sufficient people who are appropriately qualified, skilled, or experienced to fill the job vacancies. Skill shortages also may occur if a nation's schooling system is mismatched with labour market demand.



Attraction challenge

Smaller firms frequently fill unattractive niches in the markets. Even industries once considered leading-edge, including automotive and aeronautics, lose their lustre.



Limited HR infrastructure

Resource limitations often result in weak recruitment efforts, which limit the reach and scope of a company's potential applicants.



Impact on growth and productivity

Business ambition is lowered when a company does not have the right talent.



Productivity gaps

Lower well-being is associated with lower productivity. Unattractive companies have to work harder to maintain well-being, motivation, and productivity levels.



Competitive disadvantage

High-skill employees are needed to deliver the thinking around process change. When existing staff does not fulfil basic skill needs, there is little time for innovation.



Delayed expansion

A growing company is more likely to export and be in innovation cycles. Exporters and innovators require certain in-house skills and injections of higher work intensity.



Higher cost of new hires

Unattractive companies experience higher turnover and lower productivity. Consequently, businesses will spend more to train existing staff or for the skills of contractors.

What can be done

Medium-sized companies cannot eliminate all their inherent hiring disadvantages. But they can close some gaps and highlight their unique advantages.

HR and recruitment strategies

Increase funding for HR and recruitment.

Enabling HR supports others in the organisations to grow. By helping HR recruit strong talent, companies can expand and reduce the risk of turnover.



Work satisfaction

Workplace innovation.

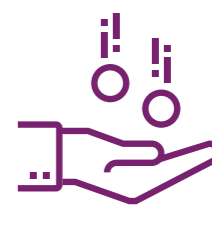
Offering employees the flexibility to work off-site or work non-standard hours can affect who you attract, increase employee retention, and positively impact productivity.



Training and retention strategies

Take advantage of government-funded programs including apprenticeships.

To reduce the risk of hiring a new trainee, several countries have programmes to cover costs of internships and pay a portion of the wages.



Recruit immigrants and non-local workers.

The right skilled workers may not live in close range. Broadening recruitment efforts to more distant parts of a business' home country and abroad increase the likelihood of a successful hire.



Upgrade management processes.

Informality of medium-sized companies can be a double-edged sword. Structured work environments and strong management are more conducive to training and feedback loops, which give employees a more clearly defined career and wage growth path.



Develop programmes to keep skilled senior workers on the job for longer.

Some of the most valued workers at medium-sized companies are those who have been around the longest. Hold onto this talent by rewarding loyalty through benefits and flexible schedules and mentoring programmes.



Learn more [here](#)

Sources:

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Written by

