The background of the entire page is a photograph of a vast, hilly landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. A winding road or path is visible, snaking through the valleys between the hills. The sky is filled with soft, orange and yellow clouds.

CHRIS EDWARD

# 5 ESSENTIALS TO HIRING TOP TALENT IN 2025

*A data-backed, real-world hiring  
playbook for companies focused  
on attracting high-caliber talent.*



# START WITH THE STORY

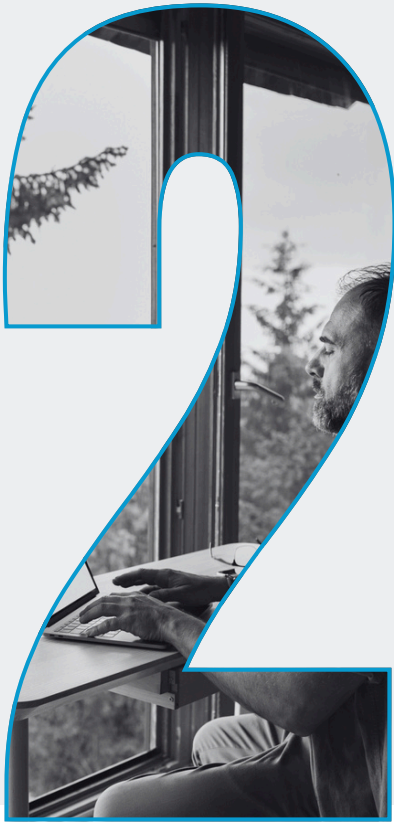
Talent doesn't join job  
the description—**they**  
**join the mission.**

- **Create a Clear Narrative** – Highlight the company's mission, vision, and growth trajectory.
- **Use Real Employee Stories** – Show candidates the authentic voices of your team.
- **Focus on Impact** – Make candidates see the difference they can make by joining your team.
- **Highlight Culture Fit** – Share how your company's culture leads to success and fulfillment.

**76%**

Professionals we surveyed in 2024  
prioritize understanding company culture  
over pay, benefits, and products/services





# CAN THIS ROLE BE **HYBRID** OR EVEN **REMOTE?**

**Flexibility** Matters More Than You Think!

**Location flexibility is a competitive edge in recruiting.**

- ✓ Companies that **don't offer** hybrid/remote options reduce access to top talent by **84%**.
- ✓ Hybrid/remote roles increase employee tenure by 1 year.

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**Bonus: 52%** of employees prefer a hybrid

work arrangement, while **27%** prefer full-time remote work. Only **21%** prefer full-time in-person work (Velocity Global).



# SHOW THEM THE FUTURE

**“Not Just the Role”**



People **want to know**  
where they can go,  
not just where they'll  
start.

- Show paths to growth, development, and internal success stories.
- Share how others in the org have moved up or expanded their role.

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**87%** of professional rate development as a top priority (Gallup).



# WHAT IS YOUR PROCESS?

## “A Process That Wins Talent”

Process clarity leads to offer acceptance.

- No defined hiring process = **54%** drop in offer acceptance
- **53%** of offers get countered. Of those, **57%** are accepted.

Top talent won't wait in the dark — every unclear step is a chance to lose someone great. Map the process. Share it. Stick to it.

*See example on next page*



# HOW MANY INTERVIEWS?

*4 to 5 rounds is what we recommended. Keeps the process simple and efficient.*

## **1<sup>st</sup> Round: Hiring Manager**

Tell the story to get the talent engaged while you feel them out at the same time on if they are qualified.

## **2<sup>nd</sup> & 3<sup>rd</sup> Round: Two Leaders In Your Org.**

This gives talent an opportunity to understand how other departments support one another and give talent a better feel for culture. You can make the leadership rounds separate rather than a panel taking you to a 5 round interview process. Really up to you and schedule alignment.

## **3<sup>rd</sup> / 4<sup>th</sup> Round: Peer Interview**

Meet with someone successful in the role. This helps talent visualize themselves in the role and to sell them on the opportunity further.

## **4<sup>th</sup> / 5<sup>th</sup> Round: Hiring Manager**

This is an opportunity to take any feedback from the other interviewers and apply it to identify fit, but also equally important, another opportunity for the talent to ask any questions or get further clarification on the opportunity.



# MISALIGNMENT ON WHAT "GREAT" LOOKS LIKE

## Consequences of Misalignment:

- ✓ **Indecision:** Without a unified understanding of candidate criteria, hiring teams often struggle to make quick, confident decisions.
- ✓ **False Negatives:** Inconsistent evaluation standards can lead to overlooking highly qualified candidates.
- ✓ **Missed Opportunities:** Delays and indecision inevitably result in losing top talent to competitors.

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**PS** -If you like this resource, consider checking out our newsletter and join the 2,000+ founders, sales leaders, and ops pros leveraging our resources to help build out your teams [here](#).

**One more thing ...** If you are looking for data on compensation, take a look at our **2025 Compensation guides** [HERE](#)