



Attracting, Managing and Motivating Staff

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LEGAL PRACTICE MANAGEMENT WORKSHOP 18 - 20 JUNE 2024

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Introduction

What we are here for?

Share our insights on how to attract the right candidates into your recruitment pipeline, how to manage that pipeline and how to retain them!

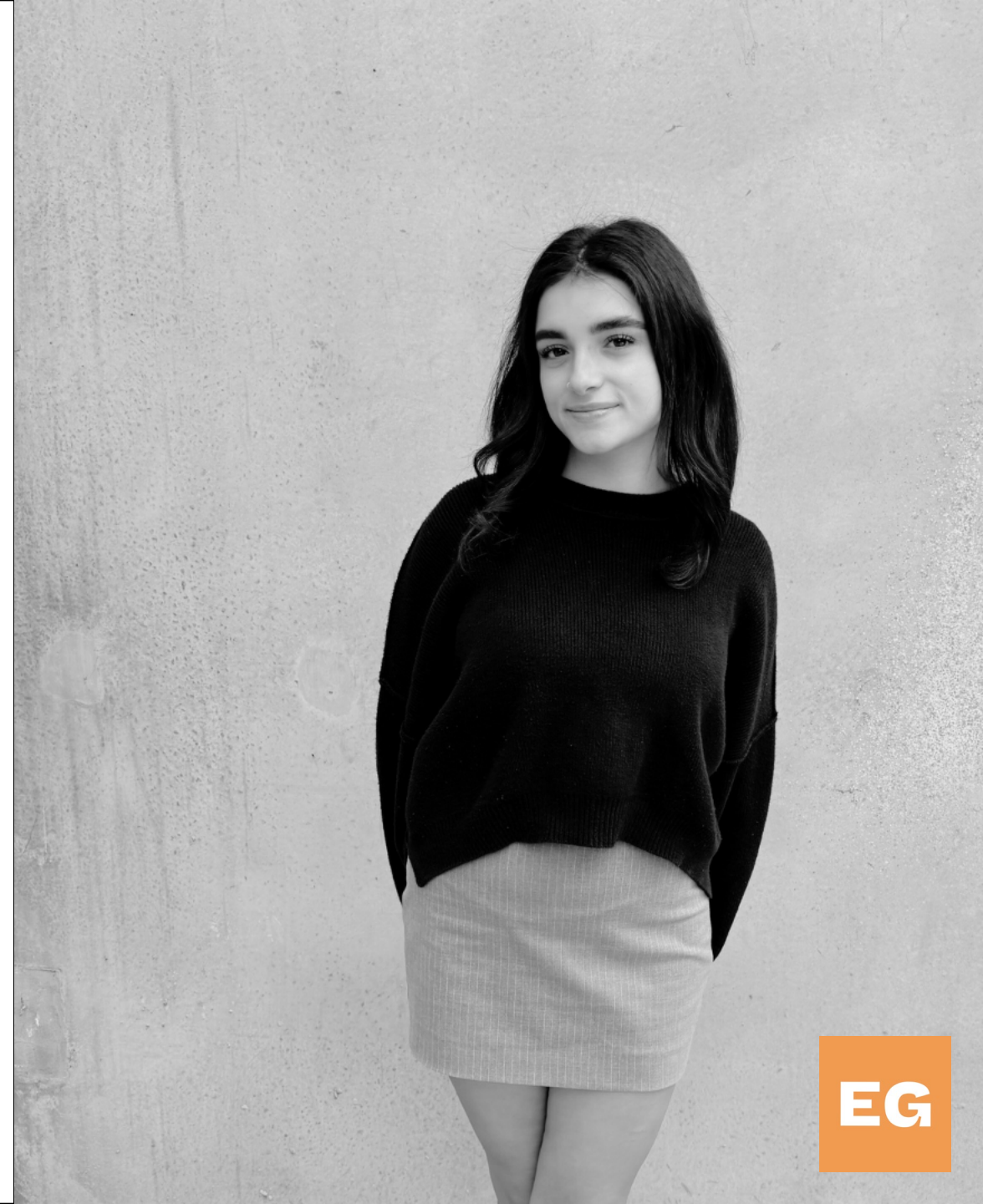
How will we do that?

Use data to shape attraction. What tools are available to you. Tips we have from our own day-to-day experience. Our management approach.

Q & A – ask away!

Current workforce issues facing the legal sector impacting attraction & retention

- Work/life balance – long hours and high stress of areas like litigation
- Compensation disparities – big vs small firms; private vs public
- Shifting dynamics – tech & automation; alternative options
- Diversity & inclusion worries – lack of diversity in leadership
- Career development – perception of tradition and rigidity
- Market competition – fighting reputation of big firms
- Reputation & image for next generation – profit over for-purpose



Laws of Attraction

Data Snapshot

Drivers of attraction for **Legal industry** (14,717 candidates surveyed, Feb 2024)

Top 3 drivers of attraction

1. Salary & compensation

Within this, a competitive **base salary** is the **number 1** must-have for your candidates

2. Work-life balance

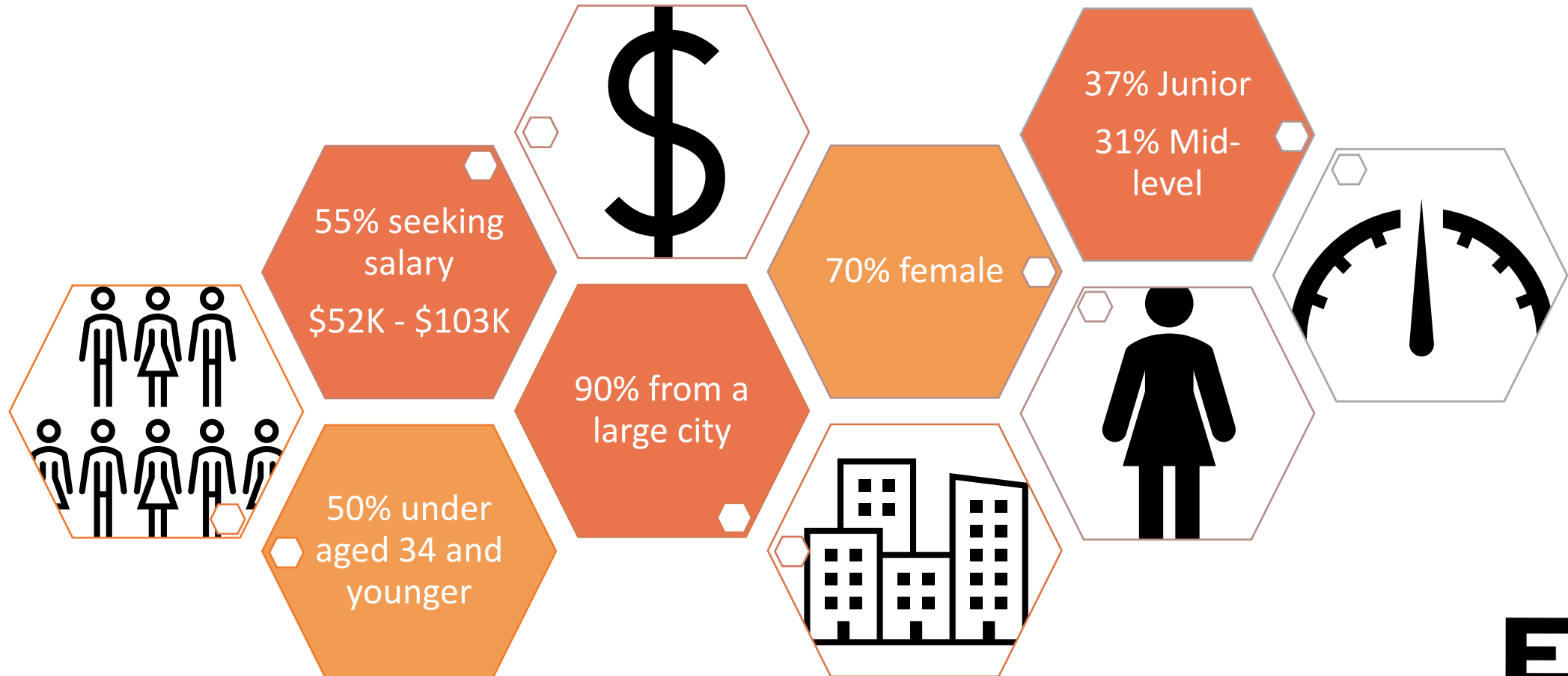
Within this, ability to **work from home / remotely** is the **number 1** must-have for your candidates

3. Working environment

Within this, **working autonomously** is the **number 1** must-have for your candidates

Laws of Attraction

Data Snapshot



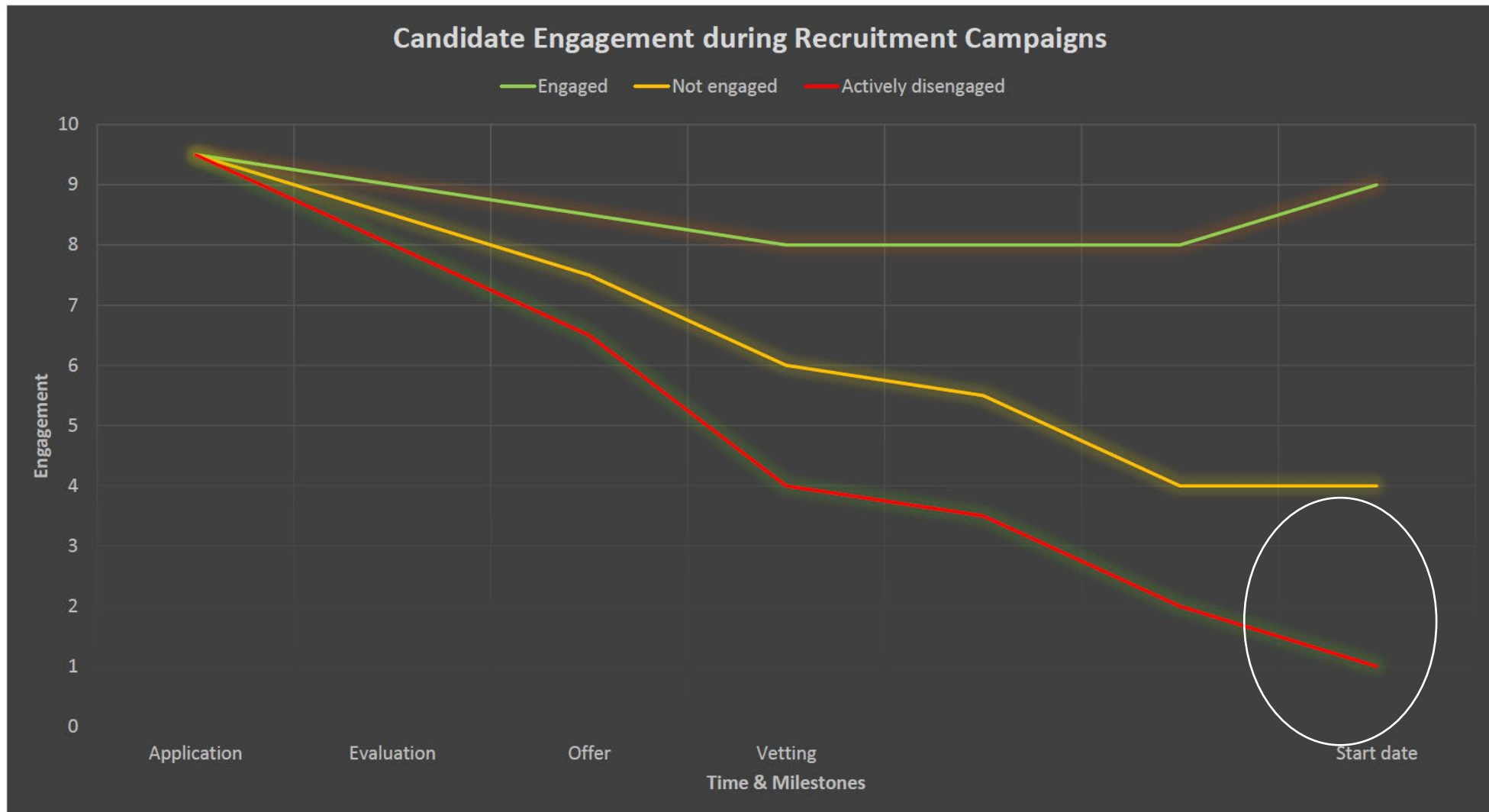
With this data you can better understand what candidates really want when looking to join or stay with a business.

Here's how to use these drivers of attraction to appeal to candidates:

Use these drivers when you communicate with prospective candidates

Mention the drivers in your advertising campaigns

Include these drivers in your Employee Value Proposition



Candidate Mindset
engaged to disengaged



Strategies and Tools to Maintain Engagement

Businesses with reputable brands will see 50% more qualified applicants.

SO, WHAT WORKS?

Have a structured timeline

Stick to your word

Keep your candidate informed

Let's look at perks and rewards for employees

Ways to maintain a competitive edge when it comes to rewards

Health & Wellness: gym memberships, wellness days, insurance, EAP, flu shots, health checks, mental health days

Work-life Balance: employees set schedules, wfh/remote, additional leave

Financial: competitive salaries, performance bonus, additional super payments, access to financial planner

Development & Growth: mentor program, training budgets, internal promotions

Recognition: awards, spot bonuses (gift vouchers, spa treatments, ski pass), value aligned recognition, parking

Office Environment: relaxing space, high tech, food, coffee, games

Family-friendly: maternity/paternity, carers leave, childcare subsidies, family events

Social/Team: team building, social events, games, volunteering, corporate sponsorship involvement

Managing & Motivating Staff



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Q & A

We know it's the end of the day – but ask us anything!

- Full-service boutique recruitment agency
 - Strategic recruitment advice to legal sector
 - Recruitment services, candidate sourcing
 - Recruitment process outsourcing or part-service delivery
- How do you engage with us?
 - Call us!
- What can you expect from us?
 - Honest and open communication on the best way to attract, assess and engage talent.

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