

Attracting passive candidates: Strengthen your company's magnetism

"My job is OK, but I'd definitely look at a new opportunity if they had _____."

Passive candidates who say this may not be actively looking – but they definitely have that 'wandering eye'.

Nearly half of the eligible workforce are passive candidates according to [our Great Discontent survey of UK workers](#). This is a great opportunity when you're starved for candidates.

But how do you get them to apply to your open roles? As anyone in sales knows, getting someone's attention is easy enough. But getting them actively interested is another thing altogether.

Once you have an interaction with a passive candidate lined up, you need to first understand what would excite them about a job in your company. We've already done that research for you. Let's dive in!

45.1%

Eligible workforce are passive candidates

The law of attraction

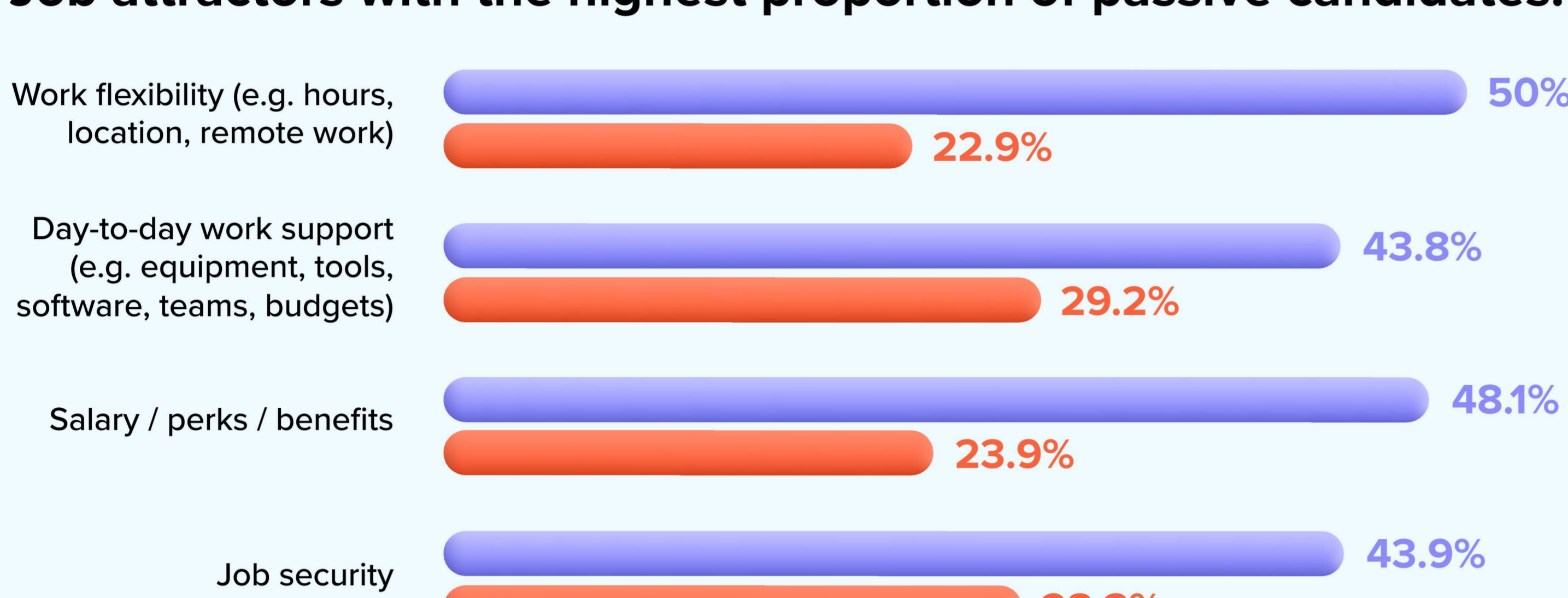
Think about passive candidate attraction in terms of magnets. For them to move to you, your company's "magnet" needs to be stronger than their existing company's magnet.

So, what are the primary properties of a company magnet that would pull a passive candidate into a new direction? Let's take a look.

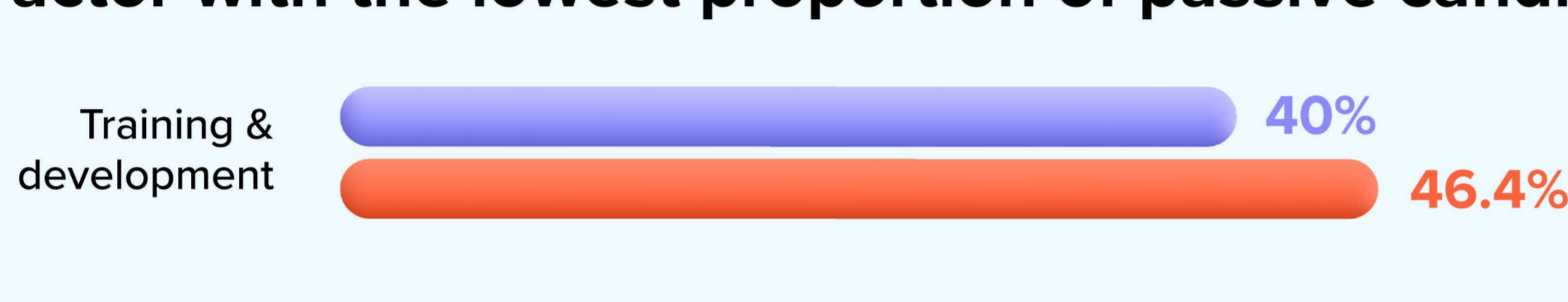
Job attractors

Passive candidates in the UK would be very attracted to jobs that offer work flexibility and competitive compensation. If they care about training, they're likely already actively looking.

Job attractors with the highest proportion of passive candidates:



Job attractor with the lowest proportion of passive candidates:



Employer attractors

And what about companies themselves? Passive candidates are interested in companies that have a strong moral and social foundation – company mission / vision / values and social / environmental / DEI engagement and action rank very high among passive candidates. Company culture is big as well.

Employer attractors with the highest proportion of passive candidates:



The law of retention

Now, let's look at their current company's magnetic qualities. Not everyone wants to move to a new job. They're fine with where they are, but there are some "nice to haves" that would boost their loyalty to their company.

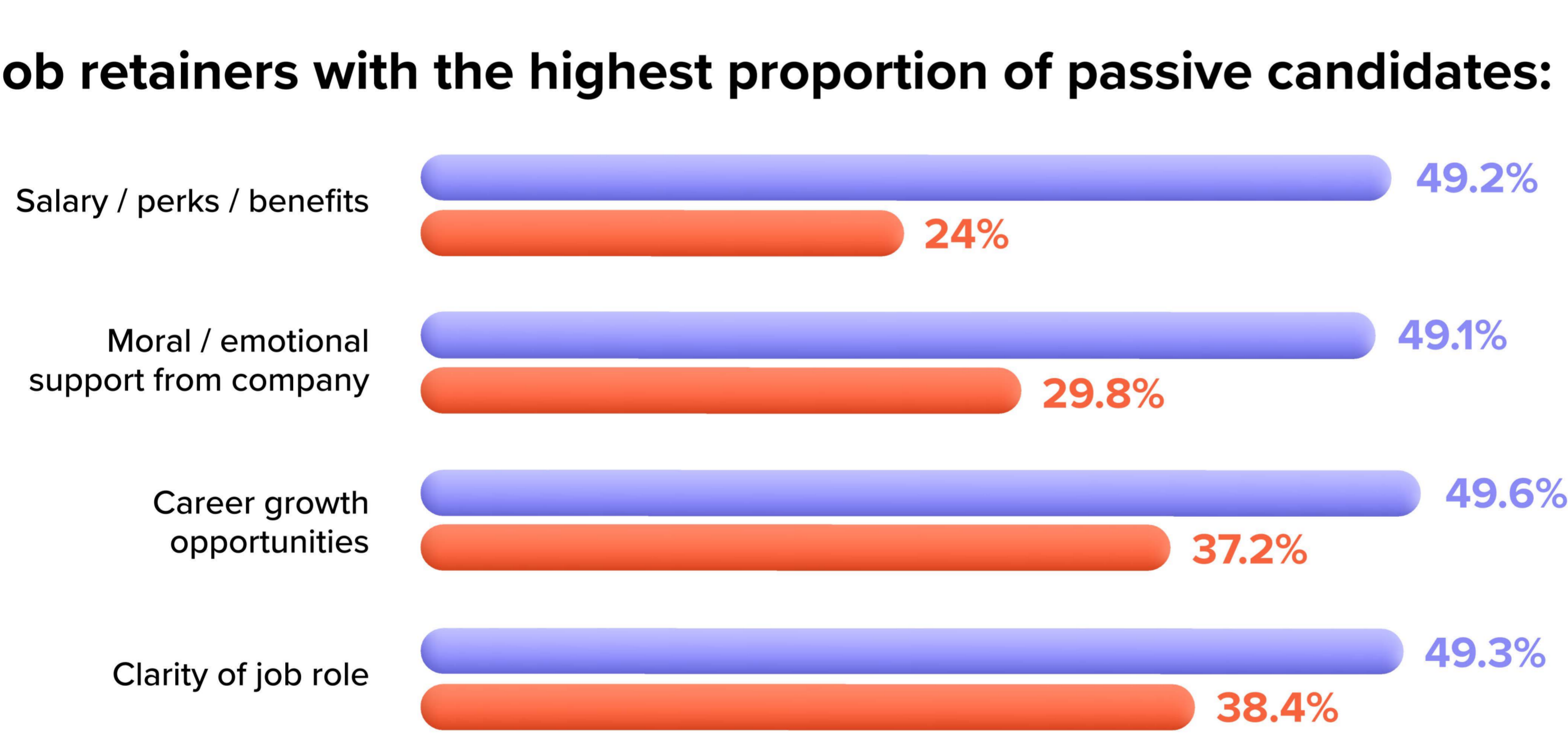
Here's your opportunity: when talking with passive candidates, highlight those "nice to haves" and promote them as already existing in your own company, and you might attract them to your open roles.

So what are those potential attractors? Let's have a look.

Job retainers

If your company promotes the potential for advancement within its ranks, that's a huge attractor for both passive and active candidates – but the biggest difference is seen in those who cited compensation as something that could be better in their existing job.

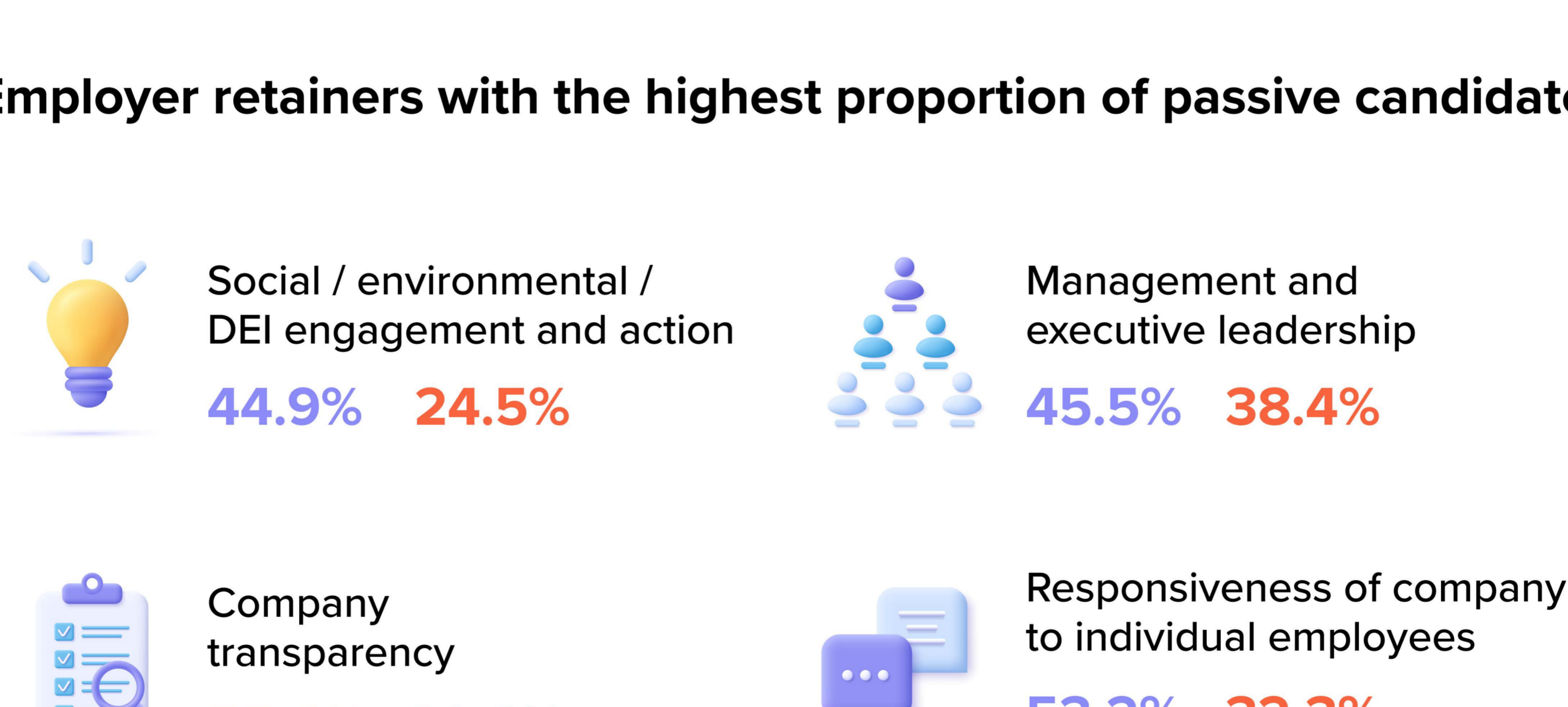
Job retainers with the highest proportion of passive candidates:



Employer retainers

Passive candidates aren't loving their current company's level of transparency or responsiveness to individual worker concerns. The same holds true for overall company culture, executive leadership and social / environmental / DEI engagement and action, all of which could play a role in attracting them to your own company.

Employer retainers with the highest proportion of passive candidates:



We hope these insights are helpful to you. You can also read more about [passive candidates](#) and [how to source them](#) at [Workable's Better Hiring site](#). [Personalizing your outreach](#) is very important as well.

Also consider [updating your careers page](#) and [fine-tuning your job descriptions](#) so they engage a potential candidate's best interests.

[Check out our other infographic](#) to understand who these candidates are and where they're actually working. And what about passive candidate attraction in the US? [We have that covered too](#).

In the meantime, you can save time and resources when utilizing powerful AI-driven tools to source the best candidates for your company.

[Check out our sourcing tools](#)