



# UNLOCKING HIDDEN GEMS

The Power of Passive Talent Acquisition



# Meet Our Experts



## **Rob Sugden** Managing Director, ECOM

Rob is ECOMs Managing Director for Manchester. He leads our teams across the North & Midlands operating in Digital Tech, UX & Design, Product & Project, Marketing & eCommerce and Data. He's had over 19 years of recruitment experience in Manchester, building an extensive network.

## **Kam Bhangu** Managing Director, InterQuest Group

Kam excels in building and managing successful sales teams in the technology sector, particularly in senior roles. With 18+ years of recruitment experience, Kam has shaped careers and provided invaluable advice to clients across diverse sectors, from SMEs to Blue-Chip companies. He prioritises placing the right people in the right roles, fostering long-term relationships.

## **Anna Massey** Managing Consultant, InterQuest Group

Anna, based in Amsterdam, drives InterQuest's client base growth. She specialises in assisting fast-growing fintech clients in digital assets, crypto, banking, cards, and payments. With a proven track record, Anna builds senior risk leadership teams and wider risk teams, enabling clients to scale rapidly with top talent.

## **Paul Fraser** Managing Director, ESM, Networks & ERP Practices

Since joining InterQuest in 2004, Paul has played a key role in leading the ESM, Networks, and ERP Teams. With extensive experience in IT recruitment, he specialises in the ITSM sector across the UK, Europe, and the US.

## **Michelle Khan** Director, InterQuest Group

Michelle is the Director of InterQuest's Risk, Regulation and Compliance practice. Michelle has spent the last 15 years investing in her reputation within risk and compliance in financial services.





# Foreword



Passive talent, comprising **45% of UK workers and peaking at 57.4% in the IT/Tech/SaaS sector**, holds niche skills crucial for businesses.

Recruiting passive candidates demands greater effort although the rewards are evident. Research indicates that **hiring passive candidates results in a 9% increase in performance** compared to active candidates and **boosts their likelihood of long-term retention by 25%.**

Neglecting this talent pool means forfeiting top performers.

Our MIQ report explores strategies to attract passive talent, unlocking their hidden potential, and gaining a recruitment edge.



**Greg Coleshill**  
CEO, InterQuest Group

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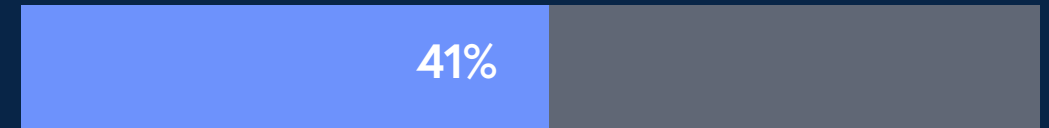
# Top 3 challenges in attracting passive talent



## 1. Awareness & Engagement

Only **41%** of employees know what their company stands for. The remaining **59%** are unaware of how their employer is different from the competition.

Employees that know what what their companies stand for.



## 2. Trust

**36%** of hiring managers say they have lied to candidates about the role or company during the hiring process.

Unaware how their employer is different to the competition.



## 3. Motivation

**50%** of candidates say they wouldn't work for a company with a bad reputation, even for a pay increase.

The background is white and decorated with several circles of different colors and sizes. There are solid blue, orange, yellow, and teal circles, as well as hollow circles in blue, yellow, orange, and grey. A small dark blue logo consisting of three interconnected circles is located in the top right corner. The text is centered in a dark blue, sans-serif font.

# Five key strategies to attract passive talent

# 1. Values & Purpose



**68% of workers** in the UK, France, Germany and Ireland now consider it important to work for companies that are aligned with their values

Despite the current economic climate with higher cost of living...

**59% of professionals** in Europe say they wouldn't work for a company that doesn't share their values, and not even a pay rise would change their minds (55%).

**68%**

seek aligned values  
from their employer

**59%**

wouldn't take  
a pay rise

# What our experts say

**Anna Massey**

Managing Consultant, InterQuest Group

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Foster a strong employer brand that echoes your values. When candidates connect with a company's purpose, they become advocates.



**Kam Bhangu**

Managing Director, InterQuest Group



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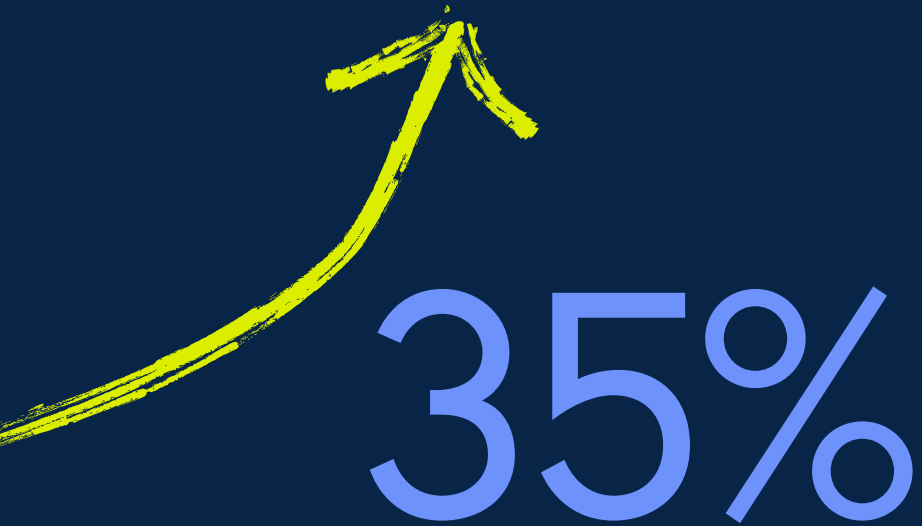
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To attract passive talent, showcase feedback or activities that resonates with your values. Build a culture that recognises and rewards top advocates.

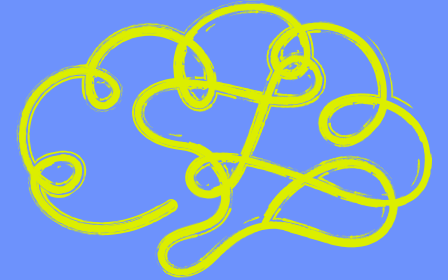


## 2. Growth & learning



of candidates consider the **opportunity for career growth** within a company a **top priority** when evaluating a new job opportunity.

Source: LinkedIn



34%

of candidates consider the **opportunity to develop new highly desired skills** a **top priority** when evaluating a new job opportunity.



# What our experts say

**Michelle Khan**

Director, InterQuest Group

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Offer funding for professional qualifications, industry events and dedicated time for self development and personal projects.



**Rob Sugden**

Managing Director, ECOM

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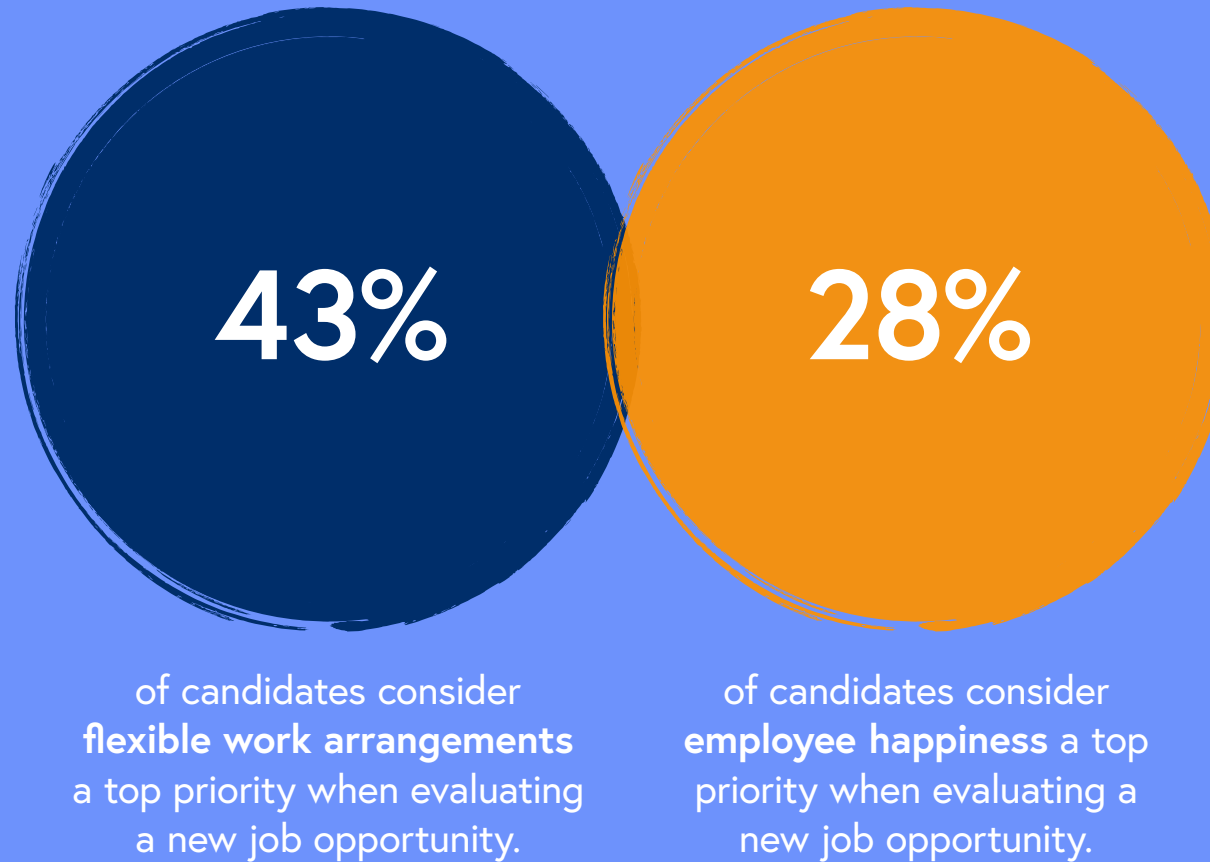


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Highlight career growth opportunities and pathways for advancement. By emphasising continuous learning, you can attract top talent who thrive on self-improvement.



# 3. Flexibility & wellbeing



# What our experts say

**Kam Bhangu**

Managing Director, InterQuest Group

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Offer hybrid/remote options, work-life balance, and benefits that prioritise mental and physical health. Post-pandemic priorities!



**Paul Fraser**

Managing Director, ESM, Networks & ERP Practices



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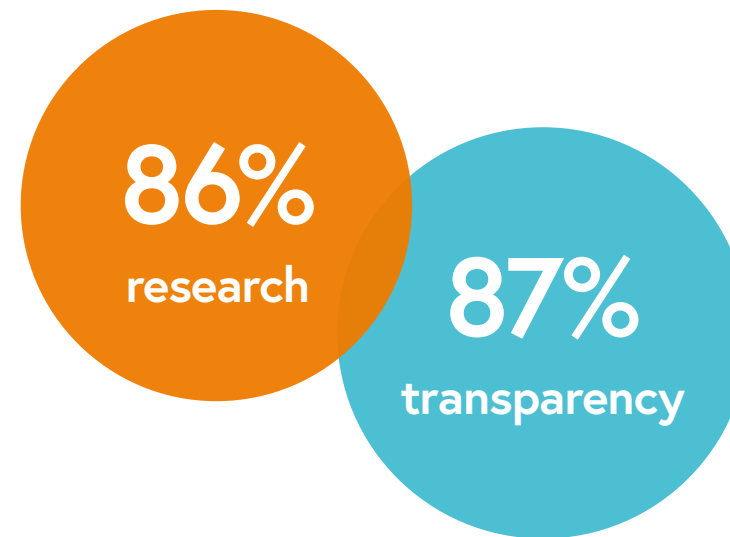
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Embrace flexibility. Show candidates that you understand life's unpredictability. Create a space where they can thrive without compromising their health or dedication.

## 4. Transparency & authenticity

46%

of employees report feeling happier  
in an authentic work environment.



86% of candidates actively research a company's reputation before making decisions about employment.

87% of candidates say they look for transparency in a future workplace.

# What our experts say

**Anna Massey**

Managing Consultant, InterQuest Group

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Be genuine in your job descriptions, company culture, and interview process. Passive candidates research heavily and value honesty.



**Paul Fraser**

Managing Director, ESM, Networks & ERP Practices



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Make sure you are known as a great employment brand, document your benefits on social media in a fun and engaging way.



## 5. Personalised outreach



86%

of HR professionals perceive recruitment as progressively resembling marketing.

69% of employees are more likely to stay with the company for **at least 3 years** after a great onboarding experience.

# What our experts say

**Michelle Khan**

Director, InterQuest Group

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In the current market, with higher volumes of displaced candidates actively applying for roles, it's easy to solely focus on ad responses. However, it's important to remember that the best candidates are unlikely to be actively looking, so having a passive talent engagement strategy is crucial.



**Rob Sugden**

Managing Director, ECOM

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Actively participate in community events to enhance your company's visibility and appeal, whether that's hosting an event or just giving your staff time off to go to events it all helps spread your message.



# The insights in this report are just the start

If you would like to book a free workshop for more tailored insights on your organisation and talent strategy, please click the link below

Click here to **book your free workshop**



# Get in touch

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