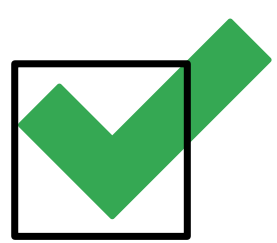


Tips on discovering and attracting talent in APAC



Build “screen-in” criteria that focus on competencies over credentials



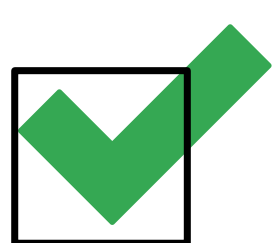
Look for candidates who will be a “culture add” not just a “culture fit”



Challenge traditional CV and interview formats, and try to adopt recruitment language and visuals that suit your business



Expand your recruitment reach into previously untapped communities that looks beyond city centers



Don’t forget about the importance of purpose — talk about your company values to show candidates what kind of organization they’re joining

Click to read more ["Inside Google Marketing: Tips on discovering and attracting the right talent"](#)

Source: “Inside Google Marketing: Tips on discovering and attracting the right talent,” March 2021, [apac.ThinkwithGoogle.com](#)