

Is Your Workplace Flexibility Helping or Hurting Your Hiring Process?



The debate over hybrid/remote vs. office-based work isn't just noise - it's reshaping how top sales and marketing talent choose their next move. In a competitive FMCG market, your flexibility (or lack of it) might be the hidden reason you're struggling to hire.

We believe there is no right or wrong in what policy you choose, and the good news is, it doesn't matter... as long as you know what part of it is potentially tripping you up and how you can overcome those challenges.

Take this quick quiz to find out how your current working model could be impacting your ability to attract and retain top-tier candidates... and even better, what to do about it!

TAKE THE QUIZ!!

1

What's your current flexibility policy for most roles?

- A) Full-time in the office (5 days/week)
- B) Hybrid - i.e. 2-3 days in the office
- C) Fully remote or fully flexible

2

How important is in-person collaboration for your business outcomes?

- A) Essential - culture & communication suffer without it
- B) Somewhat - a balance of both works
- C) Minimal - we measure outcomes, not attendance

3

What's the average time it's taken you to fill key commercial roles?

- A) 3 months +
- B) 6 - 10 weeks
- C) < 4 weeks

4

How competitive is your compensation compared to the market?

- A) Below average
- B) Market average
- C) Top 25% - we lead on pay

5

Have you had candidates reject offers due to lack of flexibility?

- A) Frequently
- B) Occasionally
- C) Never

RESULTS

Count up which letter you scored the most on:

Mainly A) The Flexibility Bottleneck

Mainly B) The Balanced Compromiser

Mainly C) The Talent Magnet

Result A: **The Flexibility Bottleneck**

Summary: Your current in-office policy is likely costing you top candidates, delaying hiring, and inflating salary offers.

What's Happening: You're asking for in-person commitment in a market that isn't budging. Candidates have leverage.

Quick Fixes: Consider offering at least 1-2 days hybrid, or, if you're unable to compromise on hybrid, broaden the candidate pool by considering junior talent who are looking to step up, and give them the career path others may not be.

Result B: **The Balanced compromiser**

Summary: You're striking a decent balance!

What's Happening: You're compromising to business needs - so far so good!

Quick Fixes: If you're finding issues - continue to listen to the market/ business needs, and constantly review your offering. Small tweaks may need to be made depending on the role.

Result C: **The Talent Magnet**

Summary: Your flexible approach is a key competitive advantage.

What's happening: You likely have faster hires, lower offer drop-outs, and access to a bigger talent pool.

Next Steps: You're ahead, so to stay ahead, make sure your employer brand clearly reflects your company has the set up to offer flexibility and/or remote work options.

If you want further support on how you can leverage your hybrid options, whatever they look like, visit our [website](#) for lots of tips and tools on our [resources](#) page.

Or, contact us directly for no obligation advice.



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