

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**The New Reason
Candidates Are Turning
Down In-Office Jobs**

Episode 10 - Season 7

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On this episode of The New Talent Playbook Podcast, Rob Levin makes one thing clear: remote work is no longer a perk, it is a talent strategy. He argues that the best people are already choosing environments that respect time, widen access, and make performance measurable. For business leaders, the playbook is simple but urgent: stop thinking of remote as a compromise and start using it as a way to expand your talent pool, create accountability, and build a stronger operating system for growth.

1. Reframe Remote as a Talent Advantage

Rob's core argument is that remote work is about access to better talent, not just convenience. The episode points to a clear market shift: professionals want flexibility, and the best candidates are comparing commute, lifestyle, and opportunity together. Use remote to widen your hiring funnel instead of narrowing it to a driving radius.

Which of these statements are true for your business today?

- ☐ We recruit only within commuting distance.
- ☐ We have lost candidates because of commute or schedule constraints.
- ☐ We are open to remote, hybrid, nearshore, or offshore roles.
- ☐ We can explain why a role must be in person.
- ☐ We measure talent quality, not seat time.

What role in your company would benefit most from a remote search strategy?

2. Expand the Talent Pool Beyond Geography

The episode repeatedly emphasizes that the best talent may not live nearby. Rob's point about "Peoria or Peru" is a reminder that geography should not limit capability. Nearshore and offshore are not side notes; they are natural extensions of a remote-first talent strategy.

Fill in the blanks to define your new talent geography:

We currently hire within _____.

Our next best hiring market could be _____.

One role we could source remotely is _____.

The main concern we need to solve is _____.

The first test we can run this quarter is _____.

If you removed location as a hiring constraint, what would change first?

3. Replace Observation with KPI-Based Management

Rob makes a strong case that remote teams should be managed through KPIs, weekly reviews, and clear operating rhythms. If people cannot be seen in the office, their work needs to be visible through outcomes. That means fewer assumptions, more accountability, and a shared definition of success.

Rate your organization from 1 (not at all) to 5 (fully in place):

Statement	Score (1-5)
Each role has 3-5 clear KPIs.	
KPIs are reviewed weekly.	
Leaders coach to outcomes, not presence.	
Everyone knows what great performance looks like.	
Misses trigger support and problem-solving, not blame.	

Which KPI is most important to clarify right now?

4. Build Culture on Purpose, Not Proximity

The episode shows that strong culture does not happen automatically in a remote company. It is built through deliberate rituals, communication, and shared accountability. Rob's example proves that culture and remote can coexist when leaders design for connection and consistency.

Choose one culture ritual to strengthen each area:

Culture Area	Your Action
Connection	How will people get to know one another as humans? _____
Communication	How will you keep everyone aligned on priorities? _____
Recognition	How will great work be seen and celebrated? _____
Clarity	How will you make expectations visible? _____
Belonging	How will remote or offshore team members feel included? _____

What is one ritual you can launch in the next 30 days?

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