

Talent Sourcing . . . It's a State of Mind

Ideas for Developing a Recruiting Culture and Mindset

1. Spare yourself the trouble: **ENSURE CURRENT EMPLOYEES ARE SATISFIED!** Find out what motivates and engages current workers; implement retention programs to fit the demographic make-up of your workforce.
2. Ensure the company is perceived as an *Employer of Choice* in the community. Regularly evaluate and revise compensation and benefits programs to keep pace with market rates and trends.
3. Check online postings and rankings on sites such as **Glassdoor**. Low ratings and negative reviews **WILL** discourage applicants and can negatively impact your employer brand.
4. Create industry awareness locally at the high school level. Teach a class, make a presentation, or sponsor a field trip at your business. Educate younger generations on the many jobs and opportunities in your industry.
5. Enhance internal education and training programs to groom talent for promotions; **DEVELOP AND PUBLISH CAREER PATHS**. Consider designating career coaches or mentors to guide internal employee development.
6. Implement an **internal job posting program** to encourage current employees to grow and stay with your organization.
7. Consider ways to restructure jobs in order to offer **FLEXIBLE WORK ARRANGEMENTS** such as different options for start and stop times, compressed workweeks, job sharing, telework, part-time schedules, and others.
8. Add a designated **career page** to your website; encourage on-line submission of resumes or applications; include interactive video or podcasts that educate the job seeker about the company's brand, mission, culture, social causes, and values. Ensure your site is optimized for smartphones.
9. **Promote a bounty!** Offer an employee referral bonus; up the ante for difficult-to-fill positions! Develop an "Everyone is a Recruiter" mentality; build recruiting expectations into bonus programs for management.
10. Collect **EMPLOYEE E-MAIL ADDRESSES**; when you have a vacancy, send employees a flyer with referral bonus details. Ask employees to forward the message and flyer to all of their personal contacts.
11. Stay in touch with talented former employees ("**alumni**"); invite them back whenever possible. Add alumni to your newsletter list. Create an alumni website.
12. Start a network of employee contacts and maintain a company resume bank.
13. Don't rely **EXCLUSIVELY** on third-party job aggregators (job search engines), such as Indeed, Glassdoor, LinkedIn, and CareerBuilder; they are designed for job seekers. Cast a wide net when posting open positions and use sites most likely to attract qualified candidates from your industry and for the given job. Consider industry-specific job boards and trade association websites.
14. If you post or email an ad, ensure it **SELLS!** Describe how the job **adds value to the community, person, or life**; for example, insulation contractors don't install insulation--they increase energy efficiency, etc.
15. Network, communicate, and post positions on **social networking sites** such as LinkedIn, Twitter, and Facebook.
16. Tap into **nontraditional labor pools** such as women, veterans, retirees, or the disabled.
17. Attend or conduct **job fairs** and contact colleges, schools, military bases, and outplacement firms.
18. Seek out prospects where potential candidates spend personal time.
19. **Network, network, network!** Hand out special business cards with sales pitches (recruiting messages)!
20. Offer an open house (**with food!**) or make public appearances.
21. Offer **internships, apprenticeships, or educational** opportunities.
22. Create a recruiting brochure or business card.
23. Contact trade/professional associations, churches, and community organizations. Sponsor community functions. Contact employers who have laid off workers.
24. Use employment services (*only those that screen candidates thoroughly and provide documentation!*).
25. **Advertise** through billboards and banners. Consider radio ads, direct mail, envelope stuffers, and posters with tear-off coupons.

**Don't wait for a
vacancy.**

**Actively source
candidates
at all times!**