

Candidate Sourcing Strategies to Find Top Talent

A team is only as strong as its players. A company is only as successful as its talent. Recruiting star employees can be time-consuming and is often inefficient. Traditional recruitment strategies can seem a lot like hoping to fill a bucket by leaving it outside in the mist. To effectively fill key roles in your company with quality talent, you need a strategy to source the right candidates.

Strategize!

Creating a strategy should start with defining an ideal outcome. Defining your ideal candidate will help you know exactly who you're looking for. Once you know this, you can start to narrow down where to look for them. The next step is to ask yourself (1) "Where would I find that candidate?", and (2) "Where would that candidate look for me?".

If you want to find out-of-the-ordinary candidates, you need to find them in out-of-the-ordinary places. Conventional sources like advertising on job boards and mass recruitment emails might glean large numbers of candidates, but sifting through mountains of applicants to find quality ones is costly and time-consuming. What's more, good candidates know they're likely to get lost in the crowd in these places. Getting to the right people means going to where they are, or creating something that will attract the kind of talent you're looking for.

4 Methods to Find Your Ideal Candidate

1. Cultivate Good Culture

Where do candidates find out about you? Are you potentially looking to recruit from your client pool? Companies like Glassdoor reveal how employees really feel about the culture in the company they work for. If employee sentiment is negative, it's going to be difficult to attract high-quality talent, especially passive candidates.

Cultivating a good culture at your company goes beyond simply offering perks and benefits. To generate real culture in a workspace or team, it's crucial that employees feel heard and recognized. Communicating expectations clearly to your employees and creating a clear channel for them to give feedback means they feel more secure in their offering to the company. From a position of security, the perks and benefits you offer can

have a greater impact in raising morale and creating happy employees. Happy Employees = Good Culture.

2. Bring Them To You

Creating a robust talent pipeline is a healthy way to grow your company steadily. Instead of looking for talent only when you need it, creating a steady influx of candidates has a greater potential to make the right talent come to you. How do you know if a candidate is going to be a good fit?

Salesforce, a cloud-software company, incentivizes its employees to refer applicants with cash bonuses for every successful new hire. The result? [52% of Salesforce's new hires come from referrals by current employees.](#) Building a strong team dynamic is easier when you incentivize your team to build itself. The power of a word-of-mouth recommendation has been [well established in consumer markets,](#) and it works because people tend to relate their *personal* experiences. Using this method, you're likely to find a candidate who is already personally invested in your company culture, and wants in!

3. Engage Them on Their Turf

Target passive candidates. See some great work being done in a competitors organization and wish you could have that kind of success? A [LinkedIn study conducted in 2016](#) showed that 90% of global professionals are open to recruitment, but the major roadblocks to getting them on-board were **not knowing what it was really like to work at the company** and **not knowing what was expected of the role.**

LinkedIn and remote team building platforms have opened up new avenues for companies and candidates to see what's out there, but engaging with candidates on critical questions they may have, and giving them a feel for company culture is made much simpler with network events on **virtual career fair platforms.** The top three things candidates want to know about before switching roles are 1. The company's culture 2. Its perks; and 3. Its mission. Who better to hear it from than you?

4. Develop Them

Sometimes the best candidate for a role isn't someone that's hand-picked, but hand-reared. One of the top aspects looked at by professionals when considering a role is the potential for career advancement. Good communication and HR channels, as well as a CRM system will help you track the progress of employees, identify those who are looking to move forward in their careers, and facilitate that.

Creating progression pipelines means that employees are always seeking to grow themselves into candidates. Not everyone is motivated by cash, millennials are more inclined to work for a company that offers them flexible work schedules, [because they feel their needs are accounted for and are thus more likely to stay and grow with the company.](#)

The Age of Tech

The advent of social media has changed how companies connect with talent. Many companies put out content that engages with potential partners, talent and clients all in the same place. Creating a global community around your company is now possible, and when thinking of the future of your company, it's important to consider what future employees will look like, where you'll find them, and what they (and you) will be looking for. Recruiting is a marathon, not a sprint. Cultivating a talent pool is a long term way to keep channels open and track candidates development.

The key aspect in successful recruiting is to keep iterating, and keep refining your strategies. What may work for one role may not work for another, but what will never fail is clear communication. Video company profiles, social media industry breakdowns, company ethos representatives and contactable CEOs are all ways that have been used to hook new talent. Don't be afraid to experiment. The game changers are out there, so change the way you play.