

Michael Connor- Business Blog Samples

Rethinking Your Talent Sourcing Strategy *August of 2022*

More than 90% of hiring managers questioned in a recent survey articulated that they are struggling to discover talent. This is an alarming statistic, but it makes sense.

Finding attractive talent is a challenge and has only become more difficult since the COVID-19 pandemic. Traditional talent sourcing approaches may not be as effective as they once were. As the world adapts to a new business landscape, companies have to do the same. It might be unconventional and creative sourcing methods that help you find the talent you desire.

Continue to read to learn more about improving your talent sourcing strategy and how it can take your tech company to the next level.

Strategy 1: Be Proactive With Talent Sourcing

Preparation can never come early enough. If you recognize that you may need to hire new talent in the near future, start the search now. There is no need to wait.

Starting the sourcing process early will give you the time to explore many different candidates in detail. Get to know your candidates and learn about their experience. Of essence, explore what they can bring to the table.

If you find a candidate you like, alert them about future job possibilities and offer them an attractive package if they do not mind waiting before starting the job.

Strategy 2: Invest in Students

Many companies offer internships or apprenticeships for good reason. It's a win-win for both parties involved. A student receives real-world experience, as employers discover fresh new talent.

A major challenge in attracting students is creating an engaging program that they will enjoy that is also flexible with their schedules.

When designing your academic program, ensure you create an experience that is hands-on and challenging. Students want to feel like they are having a real impact on the company.

Program duration will be dependent on multiple factors. If students are completing the internship and attending a college at the same time, they may have to work a few hours a week in the mornings or afternoons.

If the internship program takes the place of a class, there is greater flexibility. Students can spend a whole day or more during the week working alongside your team.

Students who are in tech programs want jobs right after college. If they prove to be attractive talent, inviting them to join the company once they graduate saves you and them time.

They will be happy that they do not have to participate in the job search process and will become loyal to you because you took a chance on them.

Strategy 3: Hire a Skillset Rather Than an Employee

Hiring employees for complex tech projects is different from hiring for sales positions. Of course, you want to hire ethical, honest, and hard-working team members. This will always remain the same no matter what position you are trying to fill.

With tech assignments, it is recommended to view the hiring process through a different lens in comparison to a traditional approach. Hire a skillset rather than an employee. What does this mean? Focus on one's capabilities and ability to perform a certain skill rather than their personality or education.

This mindset also applies to teams. In some situations, it may be wise to hire an independent team to come in and work on a project for a certain period of time. If a team can perform the skillset you need, they may be a great talent source for you.

Hiring a skillset rather than an employee can help you focus on what matters most, getting the job done well and ethically.

Strategy 4: Incentivize Current Employees

Besides meeting career-hungry students, one of the best talent sourcing approaches is getting referrals from current members of your team. You know that current members of your team would only recommend attractive candidates or else their reputation is on the line.

Your team members may know family, friends, or even acquaintances who are searching for a job and are a perfect fit for your company. This is why it is important to encourage current team members to make referrals.

One of the most successful methods to do this is to create an incentivization program. For example, a current employee recommends a certain individual, and the individual is hired. To reward your current employee, you offer him or her a bonus.

There are many benefits to referrals. Of essence, you are hiring someone that a current team member trusts. This can be a great comfort.

Strategy 5: Develop an Engaging and Flexible Work Environment

As an employer, you want your team members to thrive and enjoy where they work. Not only will they desire to have a long-term career at your company, but they will be more inclined to recommend your company to friends or family.

This is why it is important to develop an engaging environment where your employees feel appreciated and valued. You want your team to have fun while working hard for your clients. Retaining talent should be an utmost priority.

Creating a company culture that is positive and interactive is a great first step. You can host events such as holiday parties, provide snacks and beverages, or offer dress-down days on Fridays. Most of all, reward your team members and incentivize a strong work ethic.

As highlighted above, the COVID-19 pandemic has drastically changed how business is conducted. Some individuals may not feel comfortable in a large office space yet.

This is why it is important to evaluate and consider flexible working options. Having a work-from-home program may be to your benefit.

Discover Talented IT Professionals Today

Talent sourcing is more difficult today than it has ever been. This is why novel and creative approaches may be exactly what you need to discover attractive talent.

How to Surround Yourself With Good People Throughout Your Life
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Track and field star Joel Brown once said, "if you surround yourself with positive people who build you up, the sky is the limit." Great truth lies within these words.

Life is a journey. Core to the human experience is community and fellowship. Humans excel and thrive in an environment where companionship is emphasized.

When you surround yourself with good people, the possibilities are endless. You can make meaningful connections, form lasting friendships, and even experience the joys of romance. Continue to read to learn more about how to surround yourself with good people and why it is important.

The Human Psyche

Our species was designed to be social. We have a deep yearning to feel accepted. Humans that do not feel loved, appreciated, and valued tend to fall into depression. In turn, one's social life can have a significant effect on mental health.

Another critical element of the human psyche that cannot be ignored is that those we surround ourselves with can have a major influence on our behavior and thinking. The people you choose to spend valuable time with can influence the way you view society, culture, politics, and the world in general.

Example 1: High School Student's Desire to Fit In

Our first example revolves around a young high school freshman. He wants to feel belonging in his high school community. Within his first week, he meets a group of troubled students who take a liking to him.

They invite him to join their group and introduce him to negative behaviors such as property destruction (graffiti) and smoking cigarettes. The young student changes his persona and becomes a troubled youth like his friends. His parents are vastly confused about what happened to their son.

Unfortunately, stories like this happen every day. Such a story is shared to demonstrate how influential peers and friends can be. This is a central reason why it is important to surround yourself with people who hold a strong ethical code.

Example 2: College Student Meets Young Entrepreneur

Above, you read an example of how one can negatively influence friends or peers. Now let's demonstrate what a positive situation would look like. This example revolves around a college freshman who decided to attend a university out of state.

With the support of her parents, she applied to her dream school and was awarded acceptance. The university is thousands of miles from home. The young woman knows no one in her new state and is nervous about meeting friends.

During orientation, university representatives tell the freshman class about the clubs the school has to offer. One such club is dedicated to entrepreneurship. The young woman wants to learn more about the business world as she is majoring in marketing.

The entrepreneur club sounds attractive to her, and she decides to attend the club's first semester meeting. To her delight, the people in the club are very friendly. They welcome her with open arms and introduce her to a bunch of members.

She ends up meeting another young woman, who happens to be a junior and an actual entrepreneur. The two women get to know each other and become good friends. They decide to start a student business together and make a great impact in the community.

Stories like this happen often as well. The power of networking and finding good people to connect with reaps life-changing results.

How to Surround Yourself with Good People

The above two examples offer a glimpse into how a social environment impacts an individual. The great thing about socializing and networking is you get to choose who you spend your time with. It is completely in your hands.

If you notice that a person seems to hold a negative attitude, you can choose to refrain from the said person. The high school example demonstrates how far one's influence can go.

If you see things you are uncomfortable with, you have every right to end the relationship or leave a group of people. Surrounding yourself with the right people takes patience. Never settle or compromise your values for belonging.

Clubs and Organizations

How can I find good people to connect with? Meeting people who have similar interests, hobbies, or careers is a great way to start. Some people think clubs and organizations are most frequently designed for students, but that is not the case at all.

Yes, many high schools and colleges have clubs. It's part of their extra-circular commitment to the student body. However, there are plenty of options for working adults and retirees as well. Apps like Meetup have made connecting with people far easier. Other ways to learn about clubs and organizations include viewing advertisements at your local library, searching the internet, or researching through social media.

In most cases, club organizers are beyond excited to find new members. They typically target a specific audience and choose appropriate advertising methods. If a club is targeted at a business audience, most likely, the organizers will promote it on Facebook or LinkedIn.

Organizers want to meet people like you. Introduce yourself either online or in person, and the organizers will educate you more about the club.

Business Networking

Often, through clubs and organizations, you can make new friends and network with like-minded people. There are additional beneficial ways to network in a business setting.

Beyond joining industry organizations, often business communities host conventions. From real estate to toy manufacturing, there is a convention for most industries. Conventions provide an opportunity to meet peers and make helpful connections.

You never know where a connection can take you. Someone you meet at a convention may be your next collaborator or partner. This person might be exactly who you need to help achieve your dreams.

Example 3: Medical Entrepreneur Meets Investor

As an example, you meet a wealthy businessman who is looking to invest in exciting new ventures. You want to develop state-of-the-art medical technology that can help save lives.

At the convention, you discuss your passion project with the investor and impress him. In turn, he offers you a very generous investment that will cover your research and development. This is life-changing in many ways!

The Do's and Don'ts of Networking

The best networking is done when you surround yourself with good people. Shaking hands and introducing yourself to others is not a difficult thing to do. To make real connections, you have to spend the time to get to know someone.

Some businessmen and women are shady and put on a fake persona. Do not trust people easily. It is important to monitor their words and actions and determine if they are a positive influence.

Is this person worthy of my time and attention? Will they be helpful for my business? Are they a good person?

Remember that someone could be an asset financially but could be a negative influence or even corrupt. Is that worth it in the long run?

Example 4: Partnering with a Crooked Businessman

A young entrepreneur attends a real estate convention looking to meet investors for an exciting undertaking. He wants to build a resort in the Caribbean.

Many people stop by his booth, but he discovers that having conversations is difficult. None of the people who stopped by were interested in making that large of an investment. The young man feels defeated and that attending the conference was a waste of time and resources. On the last day, an older man comes up to the booth.

He asks about the young man's dreams. Finally, the entrepreneur has the opportunity to share his plans in detail with someone who seems interested.

The old man listens and does something unexpected. He offers the entrepreneur a large investment. Delighted, the young man accepts it without doing any further research about the investor and his dealings.

This seemed too good to be true, and it was. Come to find out; the investor was a crooked businessman.

He was using money that was not his. In fact, he was the organizer behind a massive Ponzi scheme. During the middle of construction for the resort, the truth comes out about the investor.

He is arrested and placed in federal prison. The entrepreneur now has to deal with handling legalities.

While situations like these are not common, they do happen. Numerous innocent businesspeople have had their careers ruined because they partnered with the wrong person and did not know it. This is why it is critical to do your research and ensure the people you surround yourself with are legitimate.

Be a Thought Leader and Make an Impact Today

In this article, we provided tips on how to surround yourself with good people and why this matters. Through multiple real-life examples, both good and bad, we hope to have conveyed just how influential people can be in your life.

Do you have a message you want to share with the world? Surrounding yourself with good people is one of many great lessons that can make a significant impact. If public speaking is something you would like to pursue, your words of wisdom can change lives. We want to help you achieve your dream.

To learn more about what we do and how we can help you in your journey, please reach out to our team today.