Linkedin. Talent Solutions

# LinkedIn Talent Pipeline
# Customer Success Story: PepsiCo

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## About the Author

Jim Schnyder has spent the last 11 years recruiting at PepsiCo and headed up the initial rollout of Talent Pipeline across PepsiCo's global talent acquisition team. He was also SourceCon's 2011 GrandMaster Sourcer champion.

### Five Tips For a Successful Implementation of LinkedIn Talent Pipeline

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## Making Just-in-Time Talent a Reality

Imagine a world in which you could source just-in-time talent – to map out targeted talent pools in various geographies and functions, easily track their professional updates, cultivate relationships, turn to those pools as hiring opportunities arise, and do it all seamlessly across a global talent acquisition team. LinkedIn's Talent Pipeline is a solution that I believe will get us there, sooner than you think.

Even at PepsiCo, where we have the fortune of having many active jobseekers in our system, we need to scour the entire talent pool – whether or not they are looking – to find the right candidates. It's not until someone taps a happily employed top performer on the shoulder with a stronger opportunity that they lift their head up from what they're doing on a day-to-day basis and consider a change.

Working with passive candidates has a lot in common with the sales process: you need to identify your prospects, do the outreach, build relationships, and manage your pipeline over time, converting leads to candidates and ultimately hires. To manage leads, Pepsi tried various CRM tools which suffered from the same major drawback: no sooner did we enter the information than it was out of date. Our leads shifted industries, functions, regions, even names, while their records stayed static.

While our sourcing team used those CRM tools, the broader team either found low value in them or didn't have access. So they stuck with their own ad hoc solutions: a spreadsheet on this hard drive, a pile of business cards in that drawer, a stack of resumes in a file cabinet, a bunch of sticky notes on that wall. And with the same ad hoc, low-tech techniques being deployed around the world, there was no cohesive talent pool, rather a host of leads across many silos.

I truly think our world is about to shift with LinkedIn's launch of Talent Pipeline. We now have a centralized system in which we can create talent pools – based on LinkedIn searches, but also from other sources that we upload, such as spreadsheets and resume files, now all globally accessible, searchable and editable.

We're already seeing our team collaborate much more willingly, since we leverage source codes for every lead and tag them appropriately, so that we're able to track everyone's contributions. And these new tools are part of the LinkedIn Recruiter platform, which the team was already using. It's intuitive and almost an industry standard.

Best of all – and what makes Talent Pipeline a game changer – every lead is current. Uploaded leads are cross-checked against LinkedIn's 161 million + network and tied to the appropriate profiles. Now, as our prospects move, we are able to follow their progress with up-to-date information and continue to stay in touch. We can also use insights from their activity updates, recommendations, and groups to keep communications relevant and useful.

Here's an example of my vision for just-in-time talent. Let's say I routinely recruit accountants in the Boulder, CO area. I can run a targeted search with Recruiter, and separately, I can gather leads outside of LinkedIn and upload them to Talent Pipeline. Many will be automatically matched to their LinkedIn profiles, but if not, LinkedIn creates a record that lives only in my system.

As time goes by, I can return to this pool, keep in touch, and when I'm hiring another CPA in the area nine months from now, I know exactly where to start. I can filter within that group and selectively send out messages, tapping them on the shoulder to see if they're interested or know of someone. No more starting from scratch. And we can do this will all sorts of other talent pools that can be hard to keep in touch with.

No matter how much you love LinkedIn Recruiter, a few months from now you'll wonder how you ever got along without this new functionality. And if you're not yet using LinkedIn Recruiter, there has never been a better time to take the plunge.

## Five Tips For a Successful Implementation of LinkedIn Talent Pipeline

PepsiCo's recruiters have been raving about Talent Pipeline and love using it. Here are five tips that helped us get up and running fast so that our recruiters could easily adopt and leverage the system.

### 1. Prepare for upload

Since Talent Pipeline allows you to add leads gathered in spreadsheets, folders and elsewhere to the LinkedIn Recruiter platform, teeing up this data in orderly fashion will allow for quick uploading. Create folders on your hard drive with specific source names and potential tags and drop this information in for future upload.

### 2. Pre-wire your team

At PepsiCo, four basic questions came up a number of times: How is this different than LinkedIn Recruiter? Why do we need this product if we track all candidates in our ATS? Will we be out of compliance with EEOC if we track candidates in this system? What if someone is currently not on LinkedIn? A pre-wire ensures your team understands the answers prior to training. LinkedIn also provides best practice documentation and FAQs to assist with team education.

### 3. Create your system structure (Tags, Sources and Workflow)

- Map out how you plan to use Talent Pipeline with source names, tags and a process workflow, and circulate to your team to get buy-in.
- Assemble a small ad hoc team of power users that might help you build your source and tag list.
- Don't over-engineer the workflow. Initially, we had over 30 workflow steps, which was too complicated. We ended up going with LinkedIn's standard workflow.
- Get team buy-in for sources, workflow and tags way ahead of the go-live date. This helps your team in the gathering and preparation phase.

### 4. Create a project folder naming convention

Many things revolve around project folders and campaigns, so having a solid procedure for naming folders will help you stay organized. We decided on: RecruiterLastName_Function_Purposeoffolder. As you move prospects around using mass action updates in Talent Pipeline, you will sometimes need to select a folder name. Being able to pick it out of a drop down list is necessary. If you are a current LinkedIn Recruiter user, all of your folders will be there when you migrate to Talent Pipeline. Take this opportunity to do some folder renaming and organizing in advance of go-live.

### 5. Get creative in training and user adoption

1. Create a step-by-step walkthrough of the system, including how to add a prospect, add sources and tags, add notes, and move to the workflow step of "contacting." Send users through drills on uploading spreadsheets and associating leads with LinkedIn profiles.
2. Do some fun things to encourage adoption, such as holding a Talent Pipeline scavenger hunt; creating an expert certification and building some excitement around it; staging a sourcing competition leveraging the tool; and launching a contest based on system usage from reporting.
3. A.C.T. – Always Continue Training. Have your LinkedIn rep run a rollout training webinar, record it and utilize it for new users. As a new best practice is discovered, use a tool like SnagIt to capture your screen in video while you walk through the process. Share the best practice and save it in a hub for future user training. Also check the LinkedIn customer newsletter or blogs for new ways to leverage the tool.

For more best practices in pipelining top talent, visit **http://lnkd.in/pipelineresources**

Or to activate Talent Pipeline today, contact your LinkedIn Relationship Manager



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