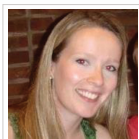




Pipelining Pioneers – Customer Success Stories

Dawn Mitchell, Senior Talent Acquisition Partner at Red Hat



Dawn Mitchell
Senior Talent Acquisition
Partner at Red Hat

Company and User Profile

Dawn Mitchell has been with Red Hat for six years and is Senior Talent Acquisition Partner supporting the global marketing organization. She hires for product marketing, field marketing and corporate communications roles in North America while creating a globally consistent process and building competitive pipelines for top talent.

Red Hat is the world's leading provider of open source software solutions, taking a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat has built a billion dollar business that Forbes ranks among the fastest growing in the US. Its recruiting team focuses on engineering, sales and corporate leadership positions and anticipates hiring at least 1,000 employees worldwide during their 2013 fiscal year.

How Pipelining Supports Red Hat's Recruiting Strategy

“Talent Pipeline is a wonderful extension of LinkedIn Recruiter. Rather than evaluating professionals for just one role, we're now able to build long-term relationships with our future candidates, communicate via warm touches, and make them feel valued and sought-after.

Pipelining talent is essential so we don't lose all the hard work we put into finding people. The intelligence we gather is centrally located, so we don't have to start searches from scratch with each new req. And since they're all on LinkedIn, all candidate data stays fresh. Whether they are active or passive, they keep their profiles up to date, letting their networks know where they're moving.

Pipelining with Recruiter will also have a huge impact on our efficiency. As new members join the Red Hat recruiting team, they now walk straight into a warm pipeline. Six months down the road, we'll be able to turn to a pool of qualified talent knowing that they're engaged and relevant.

All in all, Talent Pipeline helps us be really on top of our game as we're reaching out to potential candidates. We're a better, more proactive partner to the business as a result.”

See the Benefits

Before Talent Pipeline	After Talent Pipeline
<p>Transactional, requisition-based recruiting. Filling reqs is an ongoing process that's never really done, yet we'd always be starting from scratch. Our ATS simply didn't have the functionality to maintain all of our talent leads.</p>	<p>Relationship-based recruiting. Talent Pipeline helps us maximize our efforts and balance our workload by leveraging all of the work we put into sourcing a candidate, then applying that information to future opportunities.</p>
<p>Cold calls. Without visibility into who had already contacted a candidate and what was discussed, every contact felt like a cold call.</p>	<p>Warm touches. Recruiters can see how past InMail and phone conversations went and make the next contact a warm touch, contributing to a better candidate experience.</p>
<p>Decentralization and duplication. Most recruiters kept candidate information in their own spreadsheets, which no one else could see.</p>	<p>Collaborative team effort. All information is preserved in Recruiter for the whole team to access, so they are better prepared and don't double up on contacting candidates.</p>

“Talent Pipeline is helping us build living talent pools. I want to know the person, not just the career. It’s all about the relationship.”

Dawn Mitchell, Senior Talent Acquisition Partner at Red Hat

Tips for leading a Talent Pipeline rollout

1. **Be the expert.** Leverage LinkedIn training and resources to get up to speed on the product. Set the right expectations with your team: help them understand what the tool can do and map out what they will get out of it six months down the road.
2. **Determine the scope.** Define your workflow to determine where Talent Pipeline ends and your ATS starts. We create the hard stop at the interview stage and enter candidates into the ATS at that point.
3. **Tag with purpose.** Determine a plan for using tags and keep them under control. Keep the naming convention consistent so you don’t clutter up the system. For instance, decide whether you’ll define tags by group or function.
4. **Identify in-house experts.** Leverage your global teams’ experience and share pipelining successes among regions.
5. **Build your pipeline at events.** Talent Pipeline is great for housing candidate traffic from sourcing events. Just upload them, tag them for that event, then go back and search that talent later when you need them.
6. **Involve your hiring managers.** Share potential future candidates with hiring managers. They usually don’t have a lot of insight into your pipeline. Use the reporting function to keep them apprised of your progress.

Tips for all Talent Pipeline users

1. **Start with projects.** Use projects as your home base for searches. Keep an open tab so it’s easy to enter updates when you make a call, and consistently live within your projects day by day.
2. **Tag them!** Tags are a really neat function, letting you categorize candidates based on any skill you’re looking for, whether it’s by function, technology expertise, or other attributes.
3. **Be consistent.** Get used to applying tags and statuses in your day-to-day activity. As you build a project, tag your candidates accordingly, and two to three months later, you can search from the pipeline you’ve just created.
4. **Work efficiently.** Take advantage of bulk tags and bulk status updates, rather than updating each record individually.
5. **Don’t neglect your notes.** Leverage all of the detail in the notes section of Talent Pipeline. There’s a lot of great insight and information on each candidate there.

See how Talent Pipeline really works with a product tour
<http://lnkd.in/pipelineoverview>

Get your team started with Talent Pipeline today
<http://lnkd.in/pipelineresources>