



HOW TO BUILD A SPARKLING TALENT PIPELINE

Get a head start on 2017.

As you wind down for the holidays, you may finally have time to step back, think about your hopes for the year ahead — and even get started making them happen.

Imagine a warm slate of candidates always at your fingertips. Pipelining not only saves you and your team from reinventing the wheel for every role. It reduces time-to-hire and delivers better quality candidates. Before you ramp up in the New Year, here are our tips for building a talent pipeline that will keep giving back all year long.

Prioritize where you pipeline

1.

Focus on skills your business recruits for repeatedly and roles that are hard to fill. This will increase your chances of filling these roles quickly, reducing cost per hire and time to fill.

Pre-screen for top performers

2.

Save time: before placing a candidate in your pipeline, find out from mutual connections whether they are a cultural or performance fit.

Get hiring manager commitment

3.

The best pipelines are built in partnership with hiring managers. Get buy-in by explaining the benefits of pipelining in terms they can understand - instead of talking “time to hire” use metrics such as “getting x people to sales productivity y weeks earlier.”

Stay organized

4.

Create one “source of truth” to keep your team on the same page. Use it to keep track of candidates contacted, responses, and interest levels.

Treat your pipeline with respect

5.

Consider your pipeline a community, not a database. Respect the candidate’s time by asking him/her, “How often would you like to touch base?” To deliver what you promise, send yourself calendar reminders to continue the conversation.



6.

Personalize your message

Have a real reason to message someone – for example, an article that reminded you of a conversation or a work anniversary congratulations. Encourage your recruiters to brand themselves and personalize their messages.

7.

Stay visible and accessible

Remain top-of-mind by using indirect channels like LinkedIn status updates and Twitter to post articles about your company and industry. Keep it interesting by including images, videos and presentations. The more likes, comments and shares your updates receive, the wider it spreads through your network.

8.

Embrace a culture of networking

Encourage your team to get out of the office to attend industry events. Set up a referral system for passive candidates even when jobs aren't available.

9.

Set clear targets for your team

Know your screen to hire ratio to estimate how many people to engage to reach your goals. Create a plan for how many of each skill set they need to find, shortlist and submit each week.

10.

Measure progress

Create a pipelining strategy that pulls in talent from multiple channels like Job Applications, Employee Referral Programs and Direct Sourcing. Measure which ones produce the most hires over time.

11.

Recognize success

Provide special recognition for every hire resulting from your pipeline. Acknowledge recruiter-hiring manager partnerships who successfully collaborate to fill your pipeline with quality candidates.