



# Find Contractors. Fast.

Unlock the power of LinkedIn's NEW Contractor Sourcing feature.

Whether you're recruiting for a small business or a Fortune 500 corporation, the ability to find contractors is more important now than ever before. Why? Because contractor positions are being increasingly sought after by the best and brightest talent. *Harvard Business Review* dubs this phenomenon "The Rise of the Supertemp."

As the likes of Wharton MBA grads and GE alums forgo full-time positions for the freedom to tackle multiple projects that resonate with them, recruiting top talent takes on new meaning—and new challenges. For instance, contractors often build relationships behind-the-scenes and find projects through referrals. And it's even tougher to gauge whether someone is available, immediately, for a short-term project.

That's why we built Contractor Sourcing, LinkedIn's industry-leading solution for finding, connecting with, and recruiting top contractors.

## The 6 Biggest Myths

### About Recruiting Contractors on LinkedIn

#### MYTH



LinkedIn is only a place to find full-time candidates.

Contractors are unresponsive on LinkedIn.



#### REALITY

There are over **4 million** members on LinkedIn who are likely interested in contract roles. In the last decade alone, contractors

made up more than **100%** of job growth in the US, so the number of contract candidates on LinkedIn is expected to grow.

Candidates who indicate that they're interested in contract work on LinkedIn are nearly **twice** as likely to respond to recruiters—and **40%** respond within the same day of receiving an InMail message.

## MYTH



Contractors just want a paycheck.

It's impossible to know whether or not a LinkedIn member is interested in contracting.



If contractors don't self-identify on LinkedIn, there's no way to find them.



Contractors don't have full-time jobs because they're less qualified than employees.



## REALITY

Contractors want more than jobs—they seek challenge, career growth, and culture. Contractors move from one position to another because

**30%** desire more challenging work, **26%** are concerned

about career advancement, and **23%** are unhappy with their current work environment.

Simply by checking a box on their LinkedIn profiles, members can now indicate that they're open to contract opportunities.

Even if a contractor hasn't manually indicated that he or she is open to contract roles, LinkedIn's industry-leading data and analytics tools will also

analyze profiles to identify likely contractors in Recruiter.

In fact, the opposite can be true. "Corporate leaders need to recognize that in many cases **the very, very best talent is in this piece of the population**," explains Daniel Pink, NYT and WSJ Bestselling Author of *Drive*. "It isn't a bunch of people who are flaky. It isn't a bunch of people who couldn't get a job anywhere. It used to be that someone who was out on their own was 'between jobs.' Now it's the people who have the power in the talent market who are going that way."

**The bottom line,**

in the words of Molly Colsant, Strategic Sourcing Consultant, The Wellington Group:

*"More people keep their eye on the market than we realize—Contractor Sourcing has opened a new category of folks who we wouldn't have known about."*

**Want to learn more?**

[Discover how The Wellington Group found 20 top contractors within 2 weeks.](#)

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