

How to build

An Awesome Talent Pipeline

Attract Candidates as You Sleep



Intro:

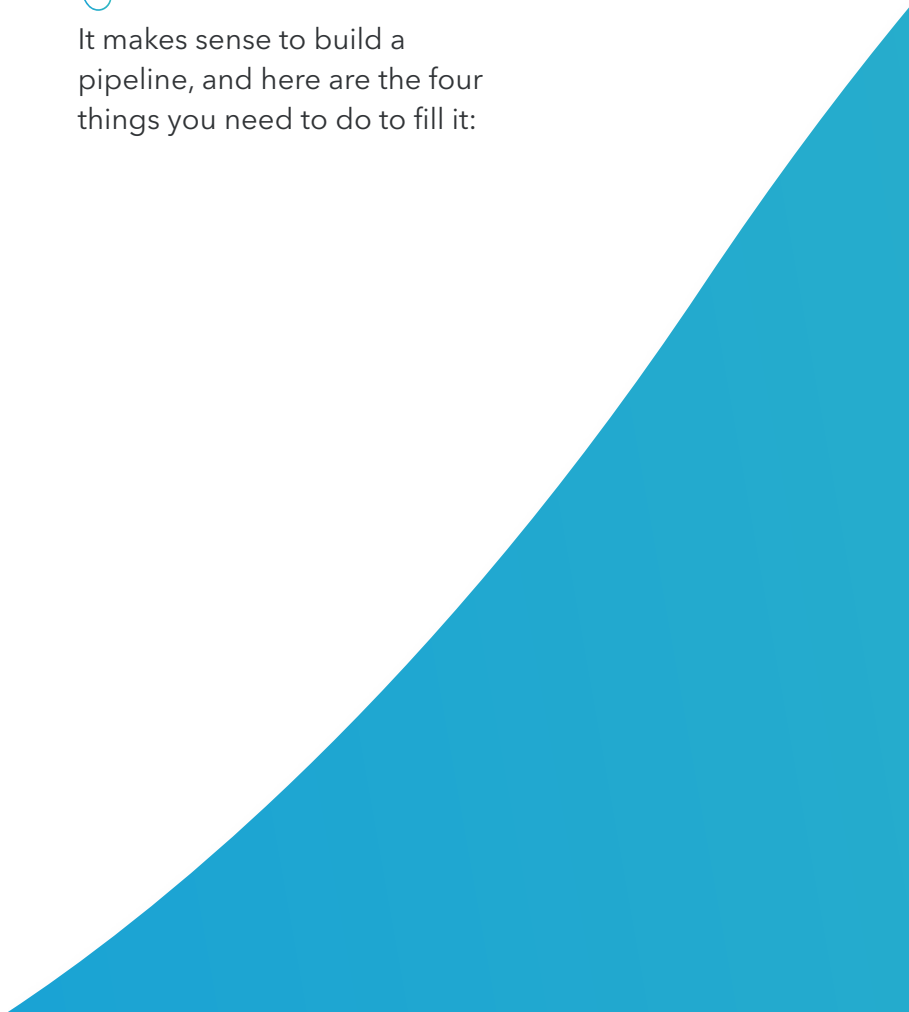
Forty-two percent of small to mid-sized businesses (SMB) say recruiting skilled talent is their top priority, according to our Global Recruiting Trends 2016. Interestingly, just 17% say pipelining talent is top of mind.

Sounds like there could be a bit of a disconnect.

While it can feel like a chicken-and-the-egg predicament, spending time building your talent pipeline could help you recruit skilled talent faster and with less effort when you've got a sudden job vacancy. Pipelining not only saves you and your team from reinventing the wheel for every role, it reduces time to hire and leads to better quality candidates.



It makes sense to build a pipeline, and here are the four things you need to do to fill it:



STEP 1

Evaluate Your Employer Brand

You'll create a stronger talent pipeline if you let potential candidates know your company is a great place to work. Three-quarters of job seekers consider a company's employer brand before applying, according to a survey from CareerArc.



Evaluate your brand by measuring the number of solicited and unsolicited applications you receive and the success of your employee referral program. If your brand could use a boost, here are three things to do today:

—
State your company's mission, values and culture on your website. 56% of Millennials rule out ever working for a particular organization because of its values, according to the Deloitte Millennial Survey 2016.

—
Invest time in your company's social media platforms. 46% of SMBs say engaging on social professional networks is their best source of quality hires.

—
Refresh your hiring profiles to reflect your brand and culture. 72% of SMBs say their company website and LinkedIn page are the two most effective tools for improving their employer branding.

A Company With An Awesome Employer Brand

Visit the website of wholesale mortgage lender [United Shore](#), and you'll be greeted by a jazzy video that shows employees working and having fun - in equal proportions.

The site says, "We're going to encourage you to refine your skills, advance your career and improve our business. Smile. Dance. Work with passion. Wear crazy socks. Display your Star Wars action figures. But most of all be you. Be you here."

No wonder they were named to Fortune's 100 Best Workplaces for Millennials.

Takeaway

Your employees are your best branding tools. Feature them in unscripted videos or testimonials so that your culture and values shine through.

STEP 2

Shift Your Recruiting Mindset

Creating a talent pipeline is a long-term strategy. Instead of being in reactive mode, posting job ads to fill positions as they open, take a proactive “ABH” - always be hiring - mindset!



Describe in writing the types of employee your company needs, both in position and culture fit. Keep this list handy so you're always on the lookout for people who might be a good fit.

Create a page on your website or LinkedIn page that says you're always looking for great talent, and give candidates an easy way to apply.

Create static job posts for positions that frequently need to be filled. 79% of LinkedIn members are interested in opportunities from companies they follow so give them something to explore.

Follow every lead. If a colleague mentions that they have someone they believe would be a good fit for your organization, immediately reach out and put the potential candidate's name into your pipeline.

A Company With An Awesome Career Website

While Google's talent pipeline is most likely bursting to the limits, SMBs can learn a lot from its [career website](#). The company has designed its information from the perspective of the employee, by asking the candidate "What do you want to do?" They give wannabe employees a peek behind the curtain with insights on how they hire, and even offer advice on the five biggest resume mistakes.

Takeaway

Reword your job posts as well as the copy on your career site by imagining candidates asking, "What's in it for me?"

STEP 3

Engage Candidates

The best talent pipelines are more than a database; they're lists of relevant people who have the skills and attitude you desire. Keep them interested in your opportunities by providing a place where you can engage and inform them before a spot opens up.



Periodically connect with candidates by email to maintain their interest level. Respect their time by asking, "How often would you like to touch base?"

Invite candidates to like your LinkedIn Company Page, and post interesting and relevant news items and articles so your company stays top of mind.

Allow candidates to opt into alerts for your job post.

Pre-screen for high performers by finding out from mutual connections if they're a culture or performance fit. Then let them know they're top on your list.

A Company With Awesome Engagement

Home Depot has created a separate [Facebook page](#) for the public to learn more about careers. The company communicates with applicants as well as employees here, which gives potential candidates a glimpse into the company's culture. The page also includes videos, events, photos and more.

Takeaway

Instead of solely using social media networks as avenues to engage customers, create a separate careers page and invite fans to check it out.

STEP 4

Leverage Your Team

Building a great pipeline is a team effort, so create a company culture where recruiting is everyone's job. Invite hiring managers, employees and recruiters to join in by getting their input and ideas.



Have an ongoing and active employee referral program. 33% of SMBs say referrals are their best source of quality hires.

Embrace a culture of networking. Encourage your team to get out of the office to attend industry events, and collect business cards.

Keep everyone on the same page by using one "source of truth" to track of candidates contacted, responses, and interest levels.

Set goals for individuals or departments, and make sure everyone knows how many qualified candidates it will take to fill your pipeline.

A Company With An Awesome Team Approach

[GoDaddy](#) boosted the amount of hires that came from its employee referral program by turning it into a game. The company reduced referral bonuses and invested instead in software that broadcasted employer branding content and jobs to employees. GoDaddy encouraged everyone to spread the word on social media, offering employees a free T-shirt for frequent shares. As a result, employee referrals went from 17% to 33%.

Takeaway

Get employees involved by putting the emphasis on fun. Make it easy to share your job posts, and think of other incentives - like free T-shirts - that will get employees excited about recruiting.

Now It's Time To Track Your Progress

What gets measured gets done, so it's important to set targets for your team and track your success. Here's how you can gauge the health of your pipeline:

Screen-to-hire ratio.

Divide the total number of applicants you receive during a specific time period by the number of hires you made for the same time period. The higher the number, the better your organization is at attracting potential employees.

Needs.

Using your screen-to-hire ratio, create a plan for how many of each skill set you need to find; shortlist and submit this to your team each week.

Channels.

Measure the number of candidates you receive from Job Applications, Employee Referral Programs and Direct Sourcing, and determine which avenue produces the most hires over time.

Hires.

Success begets success, so be sure to recognize team members for every hire that results from your pipeline.

Create a Talent Pipeline With LinkedIn Recruiters

Having a talent pipeline means having a warm candidate slate at your fingertips for your next-hard-to-hire role. LinkedIn Recruiters can make the pipeline process easier with these helpful features:

Search and tag

Use tags to make candidates easily searchable for your team. Start with a broad LinkedIn Recruiter search of relevant companies, schools, and organizations. Create a pipeline folder for the broad addressable market (e.g., all computer science students @ University of Washington). Then use specific criteria and folders for individual roles (e.g., cloud computing AND Computer Science @ University of Washington).

Accelerate pre-screening with Inside Opinion

On each profile in Recruiter you can now see who at your current company might know the candidate from prior positions.

Reach out to your colleagues for a candid read on potential candidates

Use Smart-To-Do lists to keep the conversation going

Use this feature to tag reminders to specific candidates, projects, and team members so you remember to stay connected with candidates.

Stay on track with the Project Overview feature

Send weekly "Project Overview" screenshots to your team to monitor and communicate the health of your pipelining projects.

[Click here](#) for more information, and [contact us](#) to find out how we can help you find, engage and hire top talent!