

# Your 3-Step Recruiting Team Makeover

## How to Change Your Culture for Passive Talent Success



There's a reason over 60% of recruiting leaders today focus on passive talent. Sourcing passive candidates is a powerful and effective thing you can do to increase quality of hire and build an all-star organization.

However, many companies are stuck in old recruiting cultures: limiting themselves to candidates that are actively looking and available rather than fostering a culture of proactive head-hunting. If your company could use a culture refresh (or dramatic overhaul!) here's how to make your team, peers, and leaders march to the same passive talent drum.

### 1. Build the business case

#### a. Get your decision makers' attention with cold, hard facts

Choose an area you are struggling to find talent for and highlight the problems with posting and praying: for example, "time to hire is x days and increasing" or "we received 130 applicants, only two of whom were qualified." [Share the research](#) showing that about 35% of working professionals aren't looking for jobs. Run some basic searches on LinkedIn to size the populations you're trying to target.

#### b. Highlight competitors' success

Comb [case studies](#) to share which competitors are investing in passive talent recruiting and what they've achieved.

#### c. Show what you're (really) spending today

Tally up all costs – internal and agency – across departments to calculate your annual sourcing spend. Often this cost is absorbed by business units and never aggregated so your leaders may be shocked by the total. Propose reinvesting a portion, even on a trial basis, to prove the ROI of a direct sourcing approach. Make sure you ask for enough time (at least 3 months) to be successful.

#### d. Take advantage of your size

If you're a small or medium-sized business, cut to the chase by zeroing in on the key people in your organization who are unofficial "culture officers" or who carry the most decision-making sway.

## 2. Invest in your people

### a. Focus on one actionable skill to develop each month

For example: social media skills, engaging candidates, delivering an elevator pitch, crafting an InMail or leveraging data.

### b. Carve out time to work on passive candidate recruiting

Recruiters need to actively network and create long-term relationships with potential candidates. Help them prioritize their candidates. Non-referred, inbound candidates who don't match hiring manager needs can wait.

### c. Use incentives to encourage passive talent recruiting

Recognize and celebrate winners. If you can, compensate recruiters like sales reps by offering real incentives such as bonuses.

### d. Provide hands-on training

Some formats you could try: "Polish Your Profile" or "Profiles to Recruit" workshops; InMail best practice lunch sessions; deep dives on different business lines to help recruiters understand recruiting priorities.

### e. Partner with your hiring manager

Train hiring managers on passive vs. active talent recruiting and how to talk about your employer brand. Help them polish their profiles and involve them in the sourcing process. Leverage their networks to identify strong potential candidates from their prior lives and get the word out about key openings.

## 3. Monitor and communicate your progress

### a. Praise team triumphs

Orchestrate early wins to build support. Publicly praise your team's good performance inside and outside of your team.

### b. Know your numbers

Track your team's success in terms of key business metrics – not just recruiting. Hard cost savings are always popular with executives.

### c. Don't be shy

Send regular highlights on passive talent recruiting to business leaders outside of HR to keep it top of mind.

To learn more about how LinkedIn can help you hire top talent [click here](#).