

# 12 Tips to Build a Stunning Talent Pipeline



Imagine having a warm candidate pool at your fingertips for your next-hard-to-hire role. You may be thinking, “How can I find time to pipeline when I can’t even find time to source?” We get it. But, a pipelining strategy will pay off. 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.

Here are 12 tips to get you started:

- 1. Prioritize where you pipeline**  
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.
- 2. Pre-screen for top performers**  
Save time: before placing a candidate in your pipeline, find out from mutual connections whether they are a cultural or performance fit.
- 3. Get hiring manager commitment**  
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.”
- 4. Stay organized**  
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.
- 5. Treat your pipeline with respect**  
Consider your pipeline a community, not a database. Respect the candidate’s time by asking them how often they’d want 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**  
Rather than hounding prospects relentlessly through labor-intensive conversations, stay top-of-mind by using indirect channels like LinkedIn status updates and Twitter. Post articles about your company and industry to keep them interested.
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 ratios of screens to hire 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 public recognition for every hire resulting from your pipeline. Acknowledge recruiter-hiring manager duos who successfully collaborate to fill your pipeline with quality candidates.

## 12. Bonus Tips for LinkedIn Recruiter Users

- a. **Guided search**  
Type a keyword or job title in the search bar and a smart drop down will help you structure your search.
- b. **"Find new people like"**  
Quickly create complex searches by using the "Find new people like" feature. Simply enter someone's name in the search bar to start.
- c. **Spotlights**  
Identify warm leads in your search results with Spotlights, including past applicants or people who have engaged with your company.