

BROWN BAG RECRUITER

Kick-off session: Candidate Sourcing



Session sponsors: [Diversity.com](https://www.diversity.com)

SESSION GOALS

HOW TO...

- **Relate job and candidate profiles to the sourcing step**
- **Develop sourcing strategies**
- **Create a no cost/low cost sourcing plan**
- **Find, attract and engage high-value, high-probability candidates**
- **Apply some tips, tactics and techniques**

RULES TO LIVE BY

- The YB4 Rule
- The Contrarian Rule [of sourcing]
- The 'No Wife Beating' Rule
- The 'So What?' Rule
- The Go for 'No' Rule
- The Rule of Bent Thumb
- The GIGO Rule

THE YB4 RULE

The rule is:


**‘Why?’ before ‘Who?’ and
‘Who?’ before ‘Where?’ and
‘SEARCH’ before ‘FIND.’**

[Okay?]

SET REALISTIC EXPECTATIONS FOR
YOUR SOURCING STRATEGY...



Consider, for example...

- Supply and demand
 - Candidate behavior
 - Internal pressures
 - Available resources
 - Environmental and/or situational factors
- 
- The background of the slide features a close-up photograph of four ice cream cones. From left to right: the first is a chocolate ice cream cone topped with chocolate shavings; the second is a vanilla ice cream cone with a chocolate swirl; the third is a light-colored ice cream cone with a white chocolate drizzle; and the fourth is a white ice cream cone with a white chocolate drizzle. The cones are set against a blurred background of a red and white striped awning.



BUILDING INCLUSIVE SOURCING STRATEGIES

How do we target specific demographic profiles and stay 'true' to the job profile, make it all 'fit?'

- Redefining the 'best available' candidate
- The 80/20 Rule
- Going back to the well

'INCLUSIVE' SHOULD MEAN 'BUSINESS AS USUAL'



SWOT WHAT?

USED and CONFUSED?

Before going to planning and execution, how about a reality check?

- **SWOT** analysis and being **USED**
- Gap analysis
- 'E' is for...?
- Same page meetings


RESOURCE ALLOCATION

MUST HAVES

SHOULD HAVES

COULD HAVES

IMPROVISATION



“If you don’t have a plan of your own you’ll end up a part of someone else’s...”

- 1. Reach consensus on everything and establish solid up-front contracts**
- 2. Budget: Build a business case, stick by the rules**
- 3. Schedule deliverables and timelines, establish responsibilities**
- 4. Write it down [but use a pencil]**

LOW COST/NO COST SOURCING, PUTTING IT TOGETHER



LOW COST/NO COST SOURCING, BUILDING BLOCKS

Boo-boo-boolean!

'Cybersleuthing'

Direct sourcing

Going back the well, again

Networking with people you know

Networking with people you don't know

LOW COST/NO COST SOURCING, RECRUITING 2.0

Vertical search

Social networks

The 'social web'

RSS, feeds and readers

Getting connected, staying that way

From 'one-to-one' to 'many-to-many'

A stack of several red books with gold-colored edges, viewed from a slightly elevated angle. The books are stacked on a light-colored surface. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

THE CONTRARIAN RULE [of Sourcing]

Simply stated, if everyone is doing something you should do the opposite. For example, if your competition will be attending job fairs or run ads in the paper, you should do neither.

Rather, you should be...doing what?

THE 'NO WIFE BEATING' RULE

"People don't always hear what you say or understand what you mean."

Constructing effective recruitment messages requires putting emphasis on the things that will motivate the best qualified candidates to respond.





THE 'SO WHAT?' RULE

Here it is...

When '*Which means that...*' fails ask, '*So what?*'

Passive candidates in particular change jobs for their reasons not yours, so give them a reason!

Start by getting your job description into a format that 'sells' the position, the opportunity and more.

[Um, without forgetting The 80/20 Rule of course!]

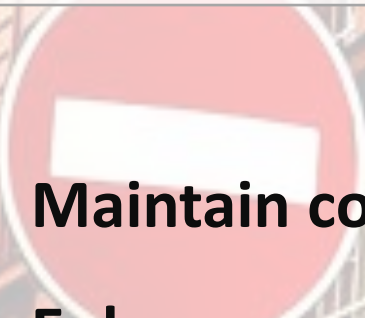
The Go for 'No' Rule...



Recruiting is a funny business. We hear the word 'No' a lot.

So, instead of avoiding the word 'No' we should invite it, deal with it and move on...no?

The Go for 'No' Rule This is a tricky one not least of all because doing this is counterintuitive. Sticking to this rule may make you feel uncomfortable at first but once mastered, it will help you in any number of ways...

- 
- **Maintain control, stay in an Adult mode**
 - **Enhance your reputation as a business partner**
 - **Alleviate the pressure on you and your clients**
 - **Clarify situations, uncover underlying issues**
 - **Turn your bad days into good days...no, really!**

The Rule of Bent Thumb [Old Testament]

There is no comfort in the learning zone and there is no learning in the comfort zone – STRETCH!

The Rule of Bent Thumb [New Testament]

There are no hard and fast rules and every rule has exceptions, but only up to a point...

The Rule of Broken Thumb

Forgive yourself, failure is part of the learning process.





The GIGO Rule:
GARBAGE IN, GARBAGE OUT

[how simple is that?]

Thank you!

BROWN BAG RECRUITER

Training for recruiters on the go...

info@brownbagrecruiter.com | (561) 283-4744

Amitai Givertz | AMG Management Advisors

LinkedIn: <http://www.linkedin.com/in/amitai001>

Session sponsored by: Diversity.com

