



PRIDESTAFF®

Stop Looking For New Employees
(How to Make the Best Talent
Come to You!)

ARE YOU STRUGGLING TO ATTRACT QUALIFIED CANDIDATES?

The candidate market is tight, but if you're not attracting great applicants, the trouble could lie with your recruiting strategy. Job seekers are now more passive than active, so it pays to invest in a passive recruiting strategy that will connect you to the best and brightest.

In this eBook, you will learn:

- **Why the future of recruiting lies with passive candidates.**
 - **What motivates passive job seekers.**
 - **How to create a recruiting culture.**
- **How to build and promote your employer brand to attract the best and brightest.**

Use these tips to make the best employees – who may already be working elsewhere – want to work for you.





THE FUTURE OF RECRUITING IS PASSIVE

In today's market, reactionary recruiting won't yield results. If you wait until a job opens to look for talent, you'll likely be stuck with a shallow pool of active job seekers who are unemployed or underqualified.

The fact is, talented people are employed and they are not actively looking for your opportunities. To fill roles effectively, you should be building relationships with those talented, employed people, and you should spend time building your brand so potential candidates will view your company as switch-worthy.

According to recent data:

- Nearly all passive candidates perform extensive research on their own before they entertain a job change.
- Over 65% of people who changed jobs were aware of the company they joined before applying.
- 92% of candidates would consider switching jobs if a company with an excellent reputation offered them a position.

Now is the time to start putting in the work so you can reap the benefits of passive recruiting.



UNDERSTANDING PASSIVE MOTIVATION

Passive candidates are not scouring job boards seeking out new opportunities because their current jobs meet their existing needs. In order to attract attention, it is necessary to understand what could motivate a talented individual to make a move.

While every person's motivations are unique, one or more of the following is typically enough to attract attention:

- Higher pay
- Exciting projects
- A clear path for advancement
- Better work-life balance
- Great employer brand recognition

When building connections with potential candidates, it is important to use language that speaks to these motivations in order to pique their interest.



TRAIN FOR A MARATHON

The biggest barrier to passive recruiting is time. It can take weeks, months or in some cases years for a great candidate to decide it's time to join your organization.

As you work to build your passive strategy, keep these key pieces of advice in mind:

- Slow and steady wins the race.
- Get comfortable with the fact that you'll have to learn and leverage a mix of strategies.
- Provide value and speak to their motivations, rather than aggressively pushing your needs.

The good news is that by investing a little bit of time each week in building your brand and building connections, you will begin to grow your passive talent pipeline.



LEAN ON YOUR BIGGEST RECRUITING ASSET

Your best recruiting asset is your current workforce. Every happy team member is a potential brand ambassador who can help you make connections with talented people.

Employee referrals can be a goldmine of passive talent. Consider these stats:

- Referrals reduce time-to-hire by 50%.
- Companies with referral programs have a 46% retention rate compared to 33% for companies that do not.
- It only takes an average of 30 days to onboard a referred employee, compared to 55 days for a cold hire.
- Employers save as much as \$3,000 per hire for a referred candidate.

If you don't have a referral program in place, build one today. A cash reward for a great introduction will pay dividends over time. Proud to Refer® is PrideStaff's client referral program, a way for us to continually serve our existing clients, make new connections and impact worthy organizations around the world. When you refer a business us, and we match one of our carefully selected associates with that business, we will donate \$100 in your name to the charity of your choice! Learn more at www.pridestaff.com/proud-to-refer



GET ACTIVE IN YOUR INDUSTRY COMMUNITY

People can easily ignore or forget phone calls, emails and social media messages. Face-to-face interactions can be much more fruitful. A great conversation with a recruiter is not only memorable, but it can be more in-depth than an electronic interaction or a cold call.

Build time into your schedule and budget to start attending events like:

- Job fairs
- Industry meetups
- Professional groups
- Conferences
- Seminars
- Networking events and mixers

It can be useful to produce marketing materials geared towards passive candidates that address the benefits of working with your organization. These take-home pieces give people something to think about after the event and a reference to help them conduct research on their own.



BUILD YOUR EMPLOYER BRAND

Before a passive candidate speaks with you, most will take time to research your company online. Make sure they find information that reflects your employer brand.

Your employer brand is more than ping pong tables or Friday happy hours – it is your company’s personality. It is the set of norms that influence how employees work, communicate, collaborate and socialize with each other. It is your atmosphere and your culture.

You can showcase your brand online in many effective ways:

- **Create a page on your website** dedicated to company culture.
- **Generate social media content** that reflects your culture.
- **Take videos and photos** of your workspace and employees engaging in fun activities.
- **Build an active presence** on all major social networks including LinkedIn, Facebook, Twitter and Instagram.
- **Update employee review sites** like Glassdoor and Indeed, and encourage happy employees to post 5-star reviews.



GET SOCIAL (MEDIA)

Today's employees are social-media savvy. As they seek to learn more about your company, they will browse your social profiles. According to The Aberdeen Group, employers that use social media report as much as a 50% increase in candidate quality.

Get active on all major networks and ensure that your messaging is consistent on each platform. Candidates should be able to easily parse out your corporate culture just by perusing your profiles.

- **LinkedIn:** LinkedIn can be a competitive place to attract attention, but you should still be active here. Use it to uncover passive candidates, and try to find a way to reach out through email, phone or another channel to cut through the noise and stand out.
- **Facebook:** Most employers use Facebook to promote their brand, but you can also use it to conduct targeted candidate searches. Few corporate recruiters reach out on Facebook, so it's a great way for your initial contact to make an impression on a potential new employee.
- **Twitter:** People tend to love or hate Twitter, but it is worthwhile to invest in some recruiting activities on the platform. Actively use it to promote your brand and search for potential candidates.
- **Instagram:** Instagram is a great place to have a little bit of fun with your brand and it's a good platform for building awareness and familiarity. There are a host of fun video features that help you stand out and attract attention.

PARTNER WITH A **RECRUITING EXPERT**

Investing in passive recruitment is worthwhile, but it takes time. There are learning curves involved, it can be difficult to get buy-in from leaders and it can be impossible to find the time to engage in a regular schedule of brand-building and networking.

If your internal recruiting team is stretched thin and you don't have the time to wait for a passive recruiting strategy to pay off, there is a shortcut.

By partnering with an expert recruiting firm, you can instantly connect to a fully vetted pipeline of top talent. A great recruiter will shorten your time to hire, increase the quality of new hires and boost long-term retention.

If you're ready to connect with the best and the brightest, partner with the passive recruiting experts at PrideStaff today!



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OUR MISSION: CONSISTENTLY PROVIDE CLIENT EXPERIENCES FOCUSED ON WHAT THEY VALUE MOST.

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