



**PRIDESTAFF®**

WHERE IS THE BEST TALENT

*hiding?*

## WHERE HAS ALL THE TALENT GONE?

Locating and ultimately hiring qualified candidates is one of the biggest challenges employers face in today's market.

Low unemployment, a well-documented skills gap and other difficulties mean employers are struggling to source the people they need to fill critical roles.

Yet plenty of employers do manage to find great people.

### **So, just where are talented people hiding?**

In plain sight! The skilled, talented employees you need are likely not actively looking for a new job because they are currently employed. Your ideal candidate is out there, but if you aren't actively pursuing employed candidates, you are going to lose the war for talent.

### IN THIS EBOOK, YOU WILL LEARN:

1. What is a passive candidate is.
2. Strategies for finding and building relationships with passive talent.
3. The fastest way to connect with a wide network of passive candidates.

Ready to get started?





## WHAT IS A PASSIVE CANDIDATE, ANYWAY?

A passive candidate is someone who is not actively seeking a new job. They are not regularly scouring job boards, contacting recruiters, etc.

They are typically content with their current jobs and are usually valued employees who make meaningful contributions to their employer.

Passive candidates:

- Currently make up 70% of the workforce
- 71% of employed people are open to new opportunities
- 72% of adults keep track of other open jobs in the market

Talented people aren't necessarily scouring job boards every day, but they do have their ear to the ground. To locate the best and brightest, it pays to develop a passive candidate search strategy.

## IF PASSIVE CANDIDATES AREN'T LOOKING, HOW CAN YOU ATTRACT THEM?

Passive recruiting requires patience, persistence (without being pushy), knowing exactly when to present an opportunity and juggling many balls at one time.

It takes work to locate passive candidates, however, the investment is worth it. When you have a talent pipeline, it's much easier to fill critical roles quickly.

When it comes to building your strategy, it will be important to:

- know who you are looking for;
- have an employee value proposition;
- connect with employed talent online and in-person;
- build a relationship; and
- streamline your hiring process.

Let's look at each of these steps in a little more detail.



## KNOW WHO YOU'RE *looking for*

Because passive recruiting is such a lengthy process, wasting time haphazardly searching for employed talent isn't a luxury most companies can afford.

The first step is knowing exactly who you are looking for.

Creating candidate personas for critical roles will help determine what types of people to pursue. Develop these personas long before you have an opening. Start by building personas for roles where you've experienced higher turnover, then roles that are critical to fill quickly when someone leaves, then expand out from there.

You can create a persona by asking:

- What specific skills are required for the role?
- What specific experience is required for the role?
- What types of people succeed in that role?
- What types of people fail?
- What are the values your ideal candidate should hold?

You're looking to create a 360-degree view of what makes your ideal candidate tick, how they work, and the value they should bring to the table.



## SELL YOUR COMPANY, *sell your job*

Once you've clearly defined who you are looking for, you must define exactly what you're selling to them. That means going beyond the job itself and selling your company culture. Remember, you have to give passive candidates a reason to want to leave their current jobs.

The top three reasons why employees leave their jobs are:

- few development opportunities;
- poor work-life balance; and
- poor managers.

Keep those factors in mind as you create a unique employee value proposition. What makes your company different? What can you offer that their current job does not? Why do your longest-standing employees keep working for you?

Passive candidates won't leave their current jobs unless they see a compelling reason to pursue employment with you.





## BE WHERE PASSIVE *talent is*

When you've clearly defined who you're looking for and you have a compelling employee value proposition, it's time for the rubber to meet the road.

Since passive candidates aren't actively searching job boards or even looking at LinkedIn every day, you must go out and pursue them on your own.

Some of the best places to directly connect to passive candidates are:

- **Social media:** Think social recruiting doesn't work? Nearly 75% of millennial employees found their last job through social media. Spend time promoting your employer brand as well as building connections with talented people in your industry.
- **Employee referrals:** Talented people know other talented people. A warm introduction from a happy employee can go a long way towards building credibility with passive candidates. At least 48% of companies say referrals are one of the top channels for quality hires.
- **The web:** Your industry is filled with passionate people who have their own websites and blogs, who contribute to industry journals and websites and participate in online communities. Spend time seeking out these thought leaders, follow them on social media, and contribute to their conversations.

Passive recruiting is all about relationship-building and pipeline-building. Don't immediately push an open role. Focus on learning about the candidate, understanding their priorities and showing your overall value as an employer.



## GET ACTIVE IN THE *community*

It's not nearly enough to boost your social media presence or ask employees for referrals. You've got to take every opportunity to connect with passive talent and show them your company can fulfill their needs and wants.

That means incorporating old-fashioned networking into your recruiting toolbox.

Becoming active in your community and industry helps keep your organization top-of-mind, builds credibility with passive talent and provides unique opportunities to connect with people in person.

Attending, sponsoring and even hosting events like these can boost your presence and improve passive recruiting:

- industry mixers;
- networking events;
- seminars;
- conferences;
- luncheons;
- recruiting events; and
- informal meetups.

Talented people are active in their professional communities. The more your company attends events, sponsors events and hosts events, the more potential candidates you will meet.



## MAKE YOUR HIRING PROCESS

# *candidate-friendly*

You don't want to invest in passive hiring strategies only to lose a candidate during the hiring phase. Passive candidates are employed – which means they are busy and their first priority is keeping their current job.

If your hiring process is complex, disorganized or too long, passive talent will back out from your hiring process and stay where they are.

- 57% of candidates feel frustrated by a long hiring process.
- 23% of candidates lose interest in a company if they don't hear something within a week of an interview.
- 32% of candidates say a long, drawn-out hiring process makes them question the organization.

Make sure you are moving quickly through the hiring process, you stick to your timelines, remain in contact with passive candidates and keep them informed of the process.



## PARTNER WITH A RECRUITER

Passive talent is out there, you just have to put forth the effort to meet them where they spend their time.

Developing an effective passive recruiting strategy requires commitment and resources. Unfortunately, it is often difficult to get buy-in from management to invest in passive recruiting because it requires so much work and ROI is so difficult to measure.

Fortunately, there is a way to tap into an existing network of passive talent right now.

By partnering with an expert recruiting firm like PrideStaff, you can instantly connect to a vast talent network of fully vetted candidates who are ready to make a change for the right opportunity.

### PRIDESTAFF CAN HELP YOU:

- shorten time-to-hire;
- uncover skilled, qualified and culturally aligned candidates;
- improve the quality of your new hires; and
- boost long-term retention.

If you are ready to win the war for talent with a passive hiring strategy, partner with the expert recruiters at PrideStaff today.



# **PRIDESTAFF®**

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