

IMPROVE YOUR TALENT FLOW

Some staffing and recruiting firms have an incredibly robust flow of talent. Instead of not having enough candidates to fill client jobs, they regularly have a surplus of qualified people. What differentiates these firms isn't size or industry. It's flow. These organizations generate a strong and consistent pull on people. That pull is called Candidate Gravity.

How have these companies generated strong Candidate Gravity? By fully tapping into all of the talent streams. There are eight streams of talent. Each one taps into pools of unique candidates. Firms that tap into all eight maintain a strong flow of talent.

These are the eight streams:

Advertising

This includes print and online ads

Automation

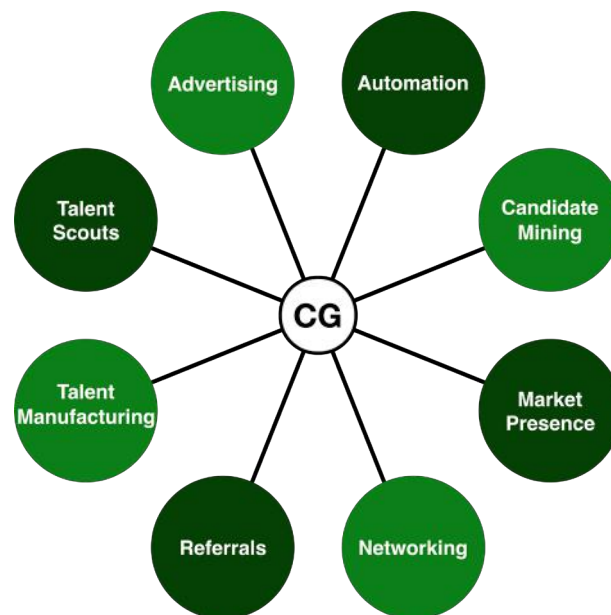
Technology options include job boards, applicant tracking systems, tools for finding passive candidates, and more being added every year

Candidate Mining

You mine your digital and paper files of previous candidates, looking at them as prospective candidates and referral sources

Market Presence

Drawing in talent using your online and physical presence



Networking

Includes the virtual and physical worlds

Referrals

Still the most potent stream, referrals consistently point you to the right people for a job

Talent Manufacturing

Education and internships are used to create new talent

Talent Scouts

Creating talent sharing agreements with other staffing and recruitment firms, including competitors

Two things surprise most staffing leaders. First, is that each talent stream gives you access to a different group of candidates. Some of the talent streams provide overlapping access to the same candidates, but no single stream can secure every qualified individual. That's why it's important to tap into all eight. The second thing that surprises these leaders is when they realize their staff are only fully leveraging two or three streams. That, not the skills shortage, is the reason why they don't have enough talent.

LEVERAGE ALL EIGHT TALENT STREAMS

Take these three steps to ensure you're making the most of all eight streams of talent:

1. Determine which streams have a consistently strong flow (and those that do not).

A talent stream is serving you well when it's generating a continuous flow of qualified candidates, some of whom regularly become good hires in temporary, contract, or full-time roles at your customers. Those that don't aren't being fully leveraged.

2. Improve the flow of talent one stream at a time.

It's tempting to improve the flow of each of your weak streams at the same time. However, rapid changes like that rarely stick. Instead, improve the flow one at a time. Add resources or improve your recruiting methods to make that happen. Then move on to the next. And then the next. Improving talent flow one stream at a time is how the best staffing and recruiting firms have ended up generating a consistent and sustainable strong flow of talent.

3. Maintain the flow of each talent stream.

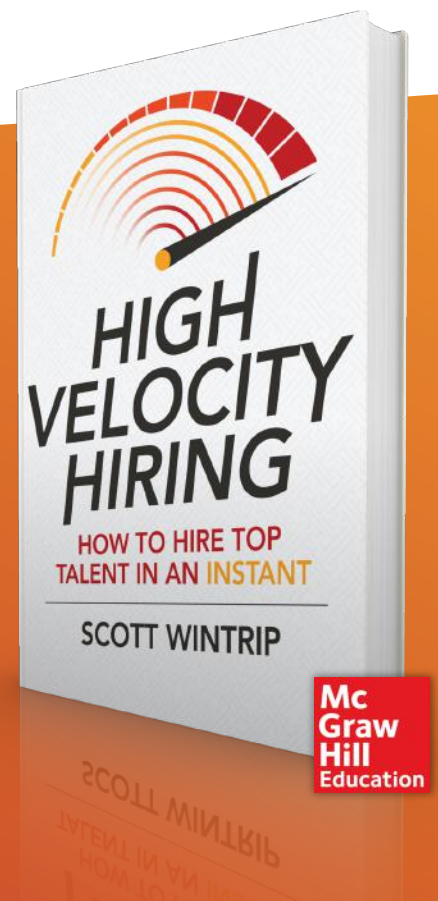
Regularly monitor the flow of each stream. Is that stream still generating a flow of qualified candidates, some of whom regularly become good hires? If not, quickly address the issue by going back to step 2. When you're effectively using all eight streams, you'll have a surplus of quality candidates.

In my book, *High Velocity Hiring: How to Hire Top Talent in an Instant*, I've dedicated an entire chapter to Candidate Gravity. The book also details how to build and maintain an inventory of candidates ready to hire, plus an entire chapter on how to build better partnerships with your customers.

Buy your copy today!

“Research-driven and pragmatic, Scott Wintrip boils down 30 years of hard-earned lessons on hiring into an interesting and digestible process for business owners, HR leaders, and recruiting professionals alike. He's taken the often reactive and suboptimal way most of us hire and turned it into a proactive, repeatable process critical for all growing businesses. As a result, the new world of talent engagement just got a playbook.”

—Eric Gregg, Founder and CEO, Inavero



HighVelocityHiring.com