



The Future Of Talent Pooling: Sophisticated Talent Nurturing, Sourcing & Insight

Created by:

in-house
RECRUITMENT
network

In partnership with:

candidate.ID
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Introduction.

'The Future Of Talent Pooling: Sophisticated Talent Nurturing, Sourcing & Insight' was an intimate speaker and round-table networking breakfast event for 30 management-level in-house recruitment and HR professionals, all eager to revolutionise the way they talent pool candidates and source fresh talent. We spent the morning at the fabulous Goldsmiths' Centre where we heard 4 compelling presentations from industry experts and took part in intimate roundtable discussions where we uncovered challenges, solutions and best practice. The morning was certainly a chatty one with a lot of high-value conversations taking place across the room and this luckily, has been reflected in the feedback. We can only thank our 4 fantastic speakers for igniting these discussions and for bringing a whole wealth of ideas to the table to help inspire and engage our group of in-house recruiters.

Who spoke?

Noel Brown
Talent Acquisition Leader
Thermo Fisher Scientific



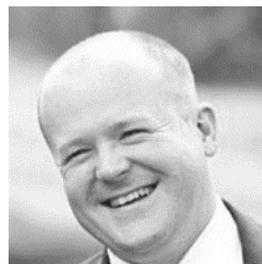
Adam Gordon
CEO & Co-founder
Candidate.ID



Liam FitzGerald
Recruitment Manager
Weetabix



Jon Stanners
Head of Global Talent Engagement
Telefonica Alpha



What was discussed during this breakfast meeting?

- Talent nurturing and the power of content
- Sophisticated talent pooling and beyond
- How you can increase your quality of hire
- How you can dramatically reduce your time to hire
- Which recruitment analytics and KPI's you should be measuring

The In-house Recruitment Network.

This breakfast event was attended by around 30 members of the In-house Recruitment Network. The In-house Recruitment network is the fastest growing community for In-house Recruiters and HR professionals in the industry. Members benefit from helpful and informative online forums, specialist breakfast events, high value conferences and of course the official In-house Recruitment Awards. With almost 10,000 members, the In-house Recruitment Network is the largest, most active professional network of In-house Recruiters in the industry, hosting over 25 high calibre events and meetups a year, the In-house Recruitment Network is the perfect place for intimate peer-to-peer networking and knowledge sharing.

Candidate.ID

Candidate.ID's Talent Pipeline Platform provides one central, unified SaaS solution that manages and optimises every tactic used to find, attract, engage and nurture candidates.

Featuring candidate nurturing and scoring, email marketing, ATS and CRM integration and closed-loop, real-time reporting tools, Candidate.ID aligns the efforts of recruitment marketing and talent acquisition teams, saving time-to-hire and increasing quality-of-hire. Candidate.ID's unique scoring algorithm identifies with laser focus, exactly which candidates within your talent pipeline are ready for a hiring conversation. This is the difference between net fishing and spearfishing.

Based in the UK but serving multinational corporations, fast growing SME's and recruitment agencies worldwide, Candidate.ID is the brainchild of talent acquisition and B2B demand generation experts. The future of Talent Pipelining is here.

In this document, you will find a summary of the discussions that took place during the roundtable discussions at this breakfast even.

What is a Talent Pool?

This seems like an obvious question but one thing that became clear at this event was some apparent confusion among in-house recruiters as to what a talent pool is, particularly in comparison with talent communities.

Talent Pools

This is what we are here to discuss.

A talent pool is quite simply, a database of candidates that you've identified as being interested in or being of interest as a candidate for a role within your organisation. Often, a talent pool is linked to an ATS but this is not always the case and candidates don't need to apply through a system to build your talent pool. Wherever they come from whether you've connected on LinkedIn or you found them through Twitter, candidates can be dropped into and recorded within the talent pool then tagged per a bespoke set of criteria as set by you, the in-house recruiter. This is generally how they work but they vary from system to system.

Talent pools are beneficial for recruitment because they reduce agency costs, improve time-to-hire and reduce the overall cost of the hiring process. Possessing a talent pool gives recruiters a readymade target audience for their marketing communications and acts as a large additional resource to help fill roles quickly and enhance internal metrics.

A talent community on the other hand is rather different and isn't a tangible, functioning 'machine' like a talent pool might be. It is widely described as a method of social recruiting whereby you might locate and rely on online social 'cliques' or talent networks (i.e. GitHub for software developers) which attract the exact skillsets you're searching for to help fill your roles. Traditional social networks are classed as talent communities. LinkedIn has long been known for being a recruitment-centric platform and recruiting through Facebook is bigger than ever.

The Conversation.

Throughout the course of the morning we heard 4 specialist speaker presentations and took part in two intimate roundtable discussions.

The following couple of pages provide you with a summary of the discussions that took place throughout the morning, allowing you to be privy to multiple conversations and to gain a good understanding of how your peers currently feel about talent pooling, nurturing and sourcing.

What are the main challenges you are experiencing?

Implementing new systems

This can be a pain at the best of times, it doesn't matter what industry you're in. Finding the time resource and money to successfully implement a new system within a business is no easy feat, especially when you're trying to function within your key role to the best of your ability. In many companies, recruiters simply cannot afford to experience that painful lull between system changes which can make the prospect of implementing a new technology virtually impossible.

No budget for additional headcount

Additional headcount would be the dream for most in-house recruitment teams, but in a business world where organisations are obsessed with saving money, you need to build a pretty strong case for recruiting extra heads into your resourcing team. In terms of building a talent pool and owning a positive candidate experience, the luxury of having a dedicated member of staff to oversee this element of the process would understandably be quite desirable.

Big brand nerves over social media

Most big brand businesses run their social media against a regulated list of guidelines which have usually been carefully crafted so as not to offend or cause controversy and to maintain the reputation of the business. It's understandable of course. Big brands have a responsibility but it does make it very difficult for recruiters to get social media teams to engage with employer branding, not to mention to obtain sign-off for content.

It's difficult to be reactive

Understandably it's difficult for in-house recruiters to be reactive with their content and appeal directly to an audience when they must jump through a million hoops to get everything approved. One of the beauties of having a social presence is being able to create content quickly in line with current trends and viral events. Trying to be more reactive doesn't work if it takes a week to get everything approved.

Geographical differences

Interestingly, one of the main difficulties for one table during the roundtable discussions was the threat of social culture differences. For example, the way that France might engage with social media is completely different to how the United States would interact, so it doesn't work to develop one strategy for multiple locations.

Business perception that recruitment is just to 'fill roles'

Obtaining buy-in for new technology and software for talent pooling if the business is still under the impression that recruitment is simply about filling a role. A huge education piece is clearly needed within businesses and working from the top down is crucial to filter the right information and to engage the entire workforce effectively.

Additional major challenges for talent pooling, nurturing and sourcing include:



Internal communication isn't good enough



Too much internal red tape



Centralised recruitment for different geographical areas isn't working



Brand awareness



Too much reliance on external sources of talent



Identifying professionals with the right skillset



Consumer brand versus employer brand



Organic attraction without having to advertise salaries

What's working well?

Placing responsibility on hiring managers throughout the process

Hiring managers have a much bigger role than they think they do when it comes to attracting and nurturing talent. There are strong statistics to suggest that people work for people not for businesses, meaning hiring managers have a huge influence over an employee's overall experience with an organisation, not to mention a pivotal role in onboarding and retention. One bad review can cause an awful lot of damage to the public's perception of a brand.

Referrals

A great way to connect with talented individuals and build a talent pool of the right people is through employee referrals. Your people know people, and they're likely to be of similar calibre to those you've already hired. Not only that, referrals have been linked positively to staff retention, so if you're not already doing this, it's a simple initiative that you can implement for near-immediate results in some cases.

Train employees to become social ambassadors for the brand

Educating employees – particularly senior stakeholders – on the importance of their personal brand is crucial in building a picture of your organisation to the outside world. Existing members of staff can do a lot of the hard work for you (particularly online) where attraction is concerned, especially if they do it well and they understand the importance of their role.

Teach hiring managers the importance of their personal brand and how to be brand champions

If they're not on LinkedIn, get them on there. Everything you do as a recruiter in terms of your personal brand is exactly what your hiring managers should be doing. To you, having a LinkedIn account is a no-brainer but to your hiring managers this may not seem as obvious. There's a common misconception among managers that being on LinkedIn means you're searching for a job or you're looking to get poached by competitors. This is all about knowledge sharing and educating managers on the benefits of a professional, online presence.

Hiring manager insights

Get your hiring managers writing content for you. It doesn't need to be often and they will probably enjoy it, after all, it's easy to write about yourself and what you do. Hiring manager insights are a brilliant employer marketing tool and it is good content for your careers site and social media channels. It can be a challenge to get your hiring managers on the content bandwagon, but spoon feed them if you must. Do it step-by-step – perhaps start by sending them a few questions to answer. Before you know it, you've got a blog!

What are your next objectives for talent pooling, nurturing and sourcing?



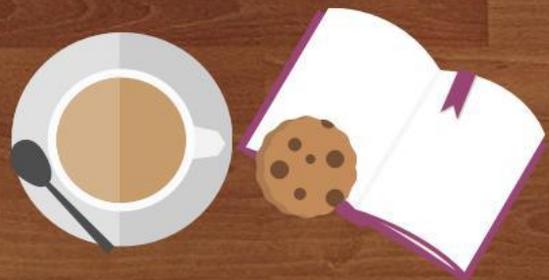
Introducing new software with improved talentpooling capabilities



Hiring for evergreen recruitment



Educate the business on the importance of employee branding and engagement



Engage with passive talent more frequently on a casual basis



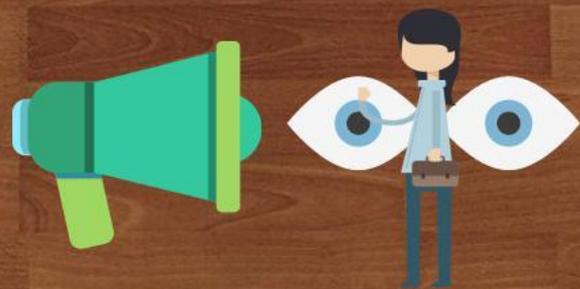
Reach out to internal talent for referrals and assistance



Shape business decisions around talent



Hold on to the best talent we have



Increase brand awareness

Useful tools to complement your talent pooling, sourcing and talent nurturing efforts

On the morning of the breakfast, we heard from Liam FitzGerald, Recruitment Manager at Weetabix. During his presentation, he gave us access to several resources that help him to operate as effectively as possible. Check them out below:

[Sourcehub](#)

If you're looking to dramatically improve your sourcing efforts and significantly cut down the time it takes to find the best candidates, then you've come to the right place! Not only do we have the world's only Boolean-string generator with online integration that covers the likes of LinkedIn, Twitter, Github, Behance, About.me and StackOverFlow, we also have 3 exclusive custom search engines that allow you to source candidates directly within other professional networks like Xing and Viadeo.

[AutoPagerize](#)

If you're tired of clicking through page after page of search results and would prefer to simply scroll through the pages on an infinite rotation, AutoPagerize enables endless scrolling. Available as a Chrome and Firefox extension, as well as a Greasemonkey script for Firefox, AutoPagerize takes paginated query results and strings them together into a seamless document.

[Hiretual](#)

Hiretual makes the Internet better for sourcers/recruiters through big data and AI technologies. It helps to achieve 10x faster talent sourcing with smart search, big data insights, personal email/phone, social aggregation, and pipeline management.

[Yandex](#)

Yandex is one of the largest internet companies in Europe, operating Russia's most popular search engine. They provide user-centric products and services based on the latest innovations in information retrieval, machine learning and machine intelligence to a worldwide customer audience on all digital platforms and devices.

[Outwit](#)

With OutWit Hub, you will find, grab and organize all kinds of data and media from online sources. It will automatically explore series of Web pages or search engine results for you and extract contacts, links, images, data, news, etc.

The Presentations.

On the morning of the breakfast event, we had the pleasure of hearing from four specialist guest speakers. These presentations are available for you to view on the following page.

Special guest speaker presentations

Special Guest Speaker

Noel Brown

Talent Acquisition Leader
Thermo Fisher Scientific



Special Guest Speaker

Adam Gordon

CEO & Co-founder
Candidate.ID



Special Guest Speaker

Jon Stanners

Head of Global Talent Engagement
Telefonica Alpha



Special Guest Speaker

Liam FitzGerald

Recruitment Manager
Weetabix



The Conclusion.

The future of talent pooling starts with the technology but is nothing without the attraction in the first place.

In order for talent to really take an interest in your organisation, you need to be seen as a desirable prospect. It's all about employer branding and marketing. With a constant influx of interest, you're going to find it much easier to build a strong database of talent.

It has become clear that there are several challenges that need to be overcome before any kind of system can be put in place and they are all totally dependent on each individual organisation. Once the main issues have been addressed and the buy-in has been obtained, a little patience and some good technology should stand you in good stead for building a successful talent pool and maintaining it properly.

We'd like to extend a huge thank you to Candidate.ID for partnering with us for this event and for their expertise on the subject. If you're looking for the right talent pooling software for your business or if you need some advice, [Candidate.ID](#) are the people for you!