Creating & Working a Talent Pipeline

Presented by:
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Why am I teaching this session?

- Ex media sales manager
- 25+ years in talent acquisition
- Continuing education to be on top of trends
- Regular contributor to industry trades
- Speaker at many industry events
- Marketing & sales background

More importantly….
- Regular communication with employers & prospective candidates in media
- PASSION for helping broadcasters win this war!
Why is this information important?

- Between now and 2029, **10,000 Boomers** hit 65 daily
  - Some will want to keep working with flexibility
  - Creating a huge knowledge gap in the workforce
  - 92% of US Bus leaders feel workforce in under skilled
- The workforce is only growing **-1% annually**
- Next generation of workers –
  - Shorter tenure
  - Goals
  - Needs
- Increased compensation
- Highly competitive to hire
- Employees marketplace
- Lack of relocation
- Archaic hiring practices

*Bountyjobs*
Talent acquisition is challenging, time consuming & labor intensive

Competitive to hire quality talent today, in all industries

The primary marketing focus of most companies is to sell their product while ignoring how important it is to build a recruiting brand

Today’s hires are coming as either ‘educated job seekers’ or from ‘passive’ workers who are not actively looking for a job (71% of all workers are open to hearing about a new job. /Indeed.com)

Most hiring managers/talent acquisition departments don’t have the time or skills
Steps to Create a Pipeline

1. Know who you need:
   • Review job profiles
   • Be realistic
   • Understand local compensation

2. Check your CULTURE:
   • Reputation
   • Turnover
   • Growth potential
   • Training
   • Support

3. Update your marketing:
   • Mission statement
   • Career page
   • Positioning statement
   • Social Media*
   • Update referral program
   • Increase LI connections

4. Research:
   • Large local employers
   • Sellers
   • Chambers
   • Schools/Universities
   • Retailers
   • Social Media

5. Build it!
- Can be done in an Excel, Google Sheet or Dropbox
- Cast a wide net
- Needs ongoing attention
- Date & initial inputs and updates
- Include ‘sortable’ fields
- Must have current contact info
- Think out of the box
- Share with those involved
- Ask everyone for names
Working the Pipeline

Cold call
- Ask if good time to talk
- Set time for informational call
- Probe what they like about their job/career goals
- Look for selling points
- Ask for referrals
- Thank them for their time
- Be patient/No Giving Up

Maintaining the list
- Keep updated lists
- Include notes
- Next steps
- Prioritize for sorting
- Move ‘potential’ candidates
- CROSS OUT vs. delete
- Have a set time on calendar
- Add accountability
Tracking your progress:

- Reporting
- Analyzing
- Focusing
The difference between job seekers and passive candidates:

78% of non job seekers would be open if called by a recruiter

http://www.chaire.com

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How to engage...
Interviewing Job Seekers

- Ok to ask why they are interested in the position
- Ok to ask them to do projects, fill out an application or personality profile
- Ok to ask them for references and let them know you will be reaching out to them
- Move quickly as they are actively looking

Check out references at the offer stage. Offer can be made contingent on positive references.

Personality profiles should not be 100% of the hiring decision and should be used as a management tool.
Meeting with Passive Candidates

*Passive candidate meetings should be treated as a ‘consultant type’ meeting.*

Tips for dealing with passive candidates:
- Look for those that are HAPPY in their jobs
- Do your homework prior to speaking
- Don’t expect them to jump through hoops until they are sold
- Treat like ‘clients who are highly targeted prospects’
- Don’t take “no” too easily
- You need to be in control = reach out, follow up and build that relationship!
- Thank them
- Ask for referrals
- Put on your calendar
- Invite to appropriate events
Discussion points for Passive Candidates

- “Tell me about how and why you ended up in your current position.”
- “Tell me what you like and don’t like about the company.”
- “What are your career and lifestyle goals and how are you doing at meeting them?”
- “What keeps you up at night?”
- “Tell me about your sales cycle. Price point of average sale?”

* more examples in handout
Recap:

1. Make a commitment to build and work the pipeline
2. Update social media & website to attract more
3. Know who you need to hire
4. Adjust job profile/job postings
5. Create your worksheet (Ask me for a sample)
6. Research
7. Add names
8. Get on the phone
9. Don’t take “No”
10. Work it!
Need more help?

We are here!

Give me your card or ask for mine.

www.mediastaffingnetwork.com