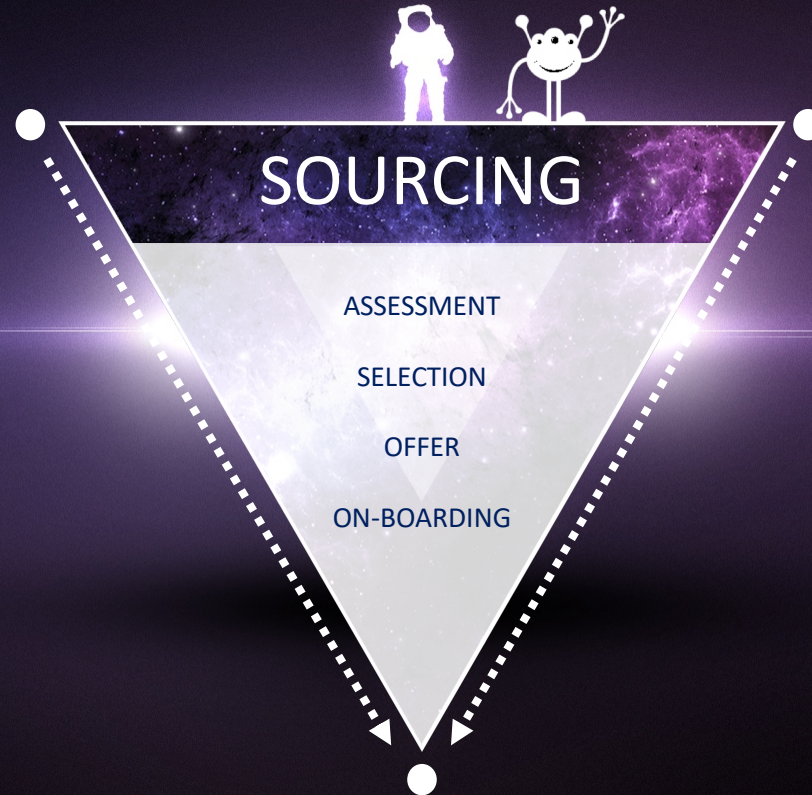# WHAT'S A SOURCING STRATEGY?

Sourcing is the opening act of the recruitment process, where the candidate and the representative of the company find each other and decide whether there is mutual interest in moving forward.

SOURCING

ASSESSMENT

SELECTION

OFFER

ON-BOARDING

Michael Porter:
*Strategy is the **broad formula** for how a business is going to **compete**, what its goals should be, and what policies will be needed to carry out those goals.*

Oxford dictionary:
A **plan of action** designed to achieve a **long-term** or overall aim.

GETTING STARTED

3 questions to answer when starting work on a sourcing strategy:

1. What's the talent you seek?
2. Where's this talent?
3. How will you attract and search them?

WHAT'S THE TALENT YOU SEEK?

Talent segments are the **focus categories of a strategy.** They can be business units, geographies, job families, basically any unit that's defined enough to be tackled with one strategy. They're defined based on historical hiring data, hiring forecast and in-depth sessions with client HR.

What to do when a client has no historical hiring data?

Ask the client focused questions:

Which vacancies you've had the most of in given locations?
Which locations hire the most people?
Which vacancies take longest to fill?
Where do placements usually come from? (what % of hires are from internal mobility/referrals/direct sourcing...etc.)

WHERE'S THE TALENT YOU SEEK?

GEO	PROF	SOC	ONLINE
COUNTRY REGION CITY	COMPANY INDUSTRY	EVENTS COMMUNITIES SCHOOLS	FORUMS SOCIAL BLOGS JOBSITES WEB

Our example is an engineering talent segment in the pharmaceutical industry. Roles in this segment require a PhD on top of more usual criteria.

GEO	PROF	SOC	ONLINE
Roles belonging to this segment are all based in France. Because of the PhD requirement however, cross-border sourcing is required, expanding the scope to Germany, the Netherlands and Spain.	Ideal profiles for this segment can come from a chemistry, biology, biotech or pharma background, making a diverse list of target companies and industries.	Apart from professional events organized especially in the pharma industry in the region, university alumni networks holding more than 18.000 doctoral school graduates were our target.	The candidate pool corresponding with this talent segment is mainly located on networking sites such as LinkedIn, Xing, Viadeo (local LinkedIn variants), in Facebook Groups, Slack channels and university events.

HOW'RE YOU GOING TO FIND AND ATTRACT THEM?

Analyze your competition!
What channels are possible to use?

Out of these, which are worth to use?
Which will result in best ROI?
How are you going to communicate with the candidates?
What should your message be?
How you should present your message?

- Internal
- University Programs
- Online advertising
- Direct sourcing
- Unemployment agencies
- TV/Radio
- Phone sourcing
- Headhunting
- Agencies
- Events
- Printed ads
- NGO & non-profit
- Referrals

SOURCING STRATEGY

This sourcing strategy has been created to lay down the foundations of a successful sourcing function for the Client. Use the cards on the left to access the content you seek.

Introducing the Client
Background information about the Client that can help familiarize with the client as well as to engage with candidates.

Sourcing
How to source for the Client's talent segments, detailing methodology, channels and market information.

Procurement
Search licenses and posting credits recommended for the Client's account.

Talent Pooling
What talent pools to create for the Client and how to use them.

randstad sourceright

INTRODUCING THE CLIENT

SOURCING

PROCUREMENT

TALENT POOLING

Strategy Summary Action Items Competitors Events

- on a position that was canceled,
- previously not interested due to a reason that has possibly changed (personal reasons, bad timing, etc)

From a technical point of view there is not much difference in an ATS search compared to any external database search (like a job board), but the candidates you can find here are already pre-engaged and have a better placement chance. This channel will grow in power during the lifecycle of the project, as more and more candidates from other channels get to the system.

5. CRM Client talent pool search

The next step is to search the CRM requisitions in CRM, to find those leads who previously turned down the opportunity but

- might be interested now (personal reasons, timing),
- the current opportunity is more align their expectations than what we have previously contacted them with (role, management responsibilities, location, salary, etc.)

Similarly to the ATS, the CRM will also get more effective as the database grows due to our search and attraction activities. Due to similar profiles (various Consultants) being hired in multiple countries, provided there is a language match with the one required for the position, we will actively look in the talent pool that has been compiled for the same position in another country.

6. CRM general search

The final common step is to search across the Randstad Sourceright database - with candidates submitted towards other RPO programs being no touch.

The next steps to be taken depend on the country.

2.1.2. Hungary

Historical data	2015	2014
Referral	152	89
Internal Mobility	134	131
Total External Hires	190	216
External from agency		54
External from own recruiters		162
Total	436	476

HOW TO IMPLEMENT A STRATEGY?

Commit but adapt

Measurement Checkpoints

Involve Inform Share

Stakeholder engagement Resources and time
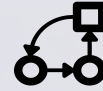
THANK YOU!

Read more on the topic here.
Connect with me @VinceSzy