

# RECRUITMENT

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4U

## Why Create a Talent Pipeline

By Sharon Justo

Recruitment has changed, gone are the days you post an ad on Seek and are bombarded with amazing applicants.

The shortage of skills in almost every industry, combined with a growing need for new talent means that business leaders need to rethink their strategies.

*According to a recent study, 77% of companies consider a lack of available talent and difficulties in filling a role to be one of their biggest challenges.*

I hope you enjoy the read.

*Sharon Justo*



### What is a Talent Pipeline, and Why is it So Important Today?

Skills gaps are widening in industries around the world. By 2030, studies suggest that the shortage of available candidates will rise to [85.2 million people](#). This equates to trillions in lost business opportunities.

One of the biggest changes we've seen from new trends in recruitment is that your employees now choose you. According to research, the market is [90% candidate driven](#). Talent pipelining, or

"relationship recruiting," allows companies to build professional relationships with both active and passive talent for the future.

By developing a talent pipeline, today's leaders can future-proof their businesses, and ensure they always have access to a robust, productive team.

With a recruitment specialist to streamline your pipeline, you can tap into all corners of the talent landscape and attract people that you would never have found with traditional hiring methods.

The idea is that you don't just hire to fill the gaps, you develop a pipeline built on relationships with a range of people - including those who might not be looking to change career straight away. Around 73% of people today are "passive candidates."

As unemployment rates across the globe continue to fall, businesses need to shift from reactive recruiting to a proactive method. A talent pipeline isn't a short-term strategy. It takes time, and the support of an expert to get it right. However, the long-term benefits are well worth the investment.

## What are the Benefits of Creating your Talent Pipeline?

Organisations understand the need for a consistent source of well-vetted, reliable talent. A talent pipeline is a pool of potential employees that you and your recruitment agency continuously nurture and support.

Through recruitment marketing, relationship building, employer branding, and other strategies, you boost your chances of already having the right candidate in your network when a role opens up.

Regardless of their employment status, 90% of global professionals say that they're interested in hearing about new job opportunities. Including these individuals in your search, along with active candidates, is a great way to boost your chances of success.

Some of the benefits of a talent pipeline include:

### 1. Identify More Candidates

There's often much pressure to fill vacancies as quickly as possible.

The longer you have a gap in your team, the more you struggle with lost productivity, decreased employee morale, and disrupted projects.

With a talent pipeline, you're continually identifying candidates in your marketplace, so that when a place does open up in your team or department, you're not rushing to find the right fit. You'll have a selection of pre-vetted people that you have discussed with your recruitment partner, ahead of the event. This means that you don't need to settle for the most convenient hire or the person you can find according to a specific deadline.

### 2. Reduce Time to Hire

A further benefit of having a proactive talent pipeline is that you'll already be one step ahead in your recruitment process. You won't need to start from scratch searching for candidates. Instead, you and your recruitment partner will have already sourced ideal people for your team.



Because you're not rushing to fill any gaps, you'll also have more time to strategically measure how the candidate fits within your company. This means taking the time to ensure that each person has the personality and attitude to suit your company culture, as well as the skills to get the job done.

### 3. Increased Offer Acceptance Rates

The consistent and proactive approach you take to recruitment will mean that you can build positive relationships with potential candidates over time. The more they get to know your organisation and what it can offer, the easier it will be to convince them to say "yes" to your available position.

Additionally, because the people you're appealing to aren't rushing to accept a job offer, they'll be more likely to stick around for longer. There's a reduced chance that they'll regret their decision and jump into a new role. Instead, they'll know exactly what they're going to get from your company, and they'll be excited to get started.



### 4. Build Your Employer Brand

Finally, a talent pipeline process is very focused on candidates. This means that it concentrates on meeting candidate needs and delivering the experiences that they're looking for.

The more you reach out to potential employees, answer their questions, and support them through two-way conversations, the better the perception of your brand will become. You'll begin to improve your reputation as a credible career partner, which means it will be easier to attract professionals in the future.

## About Recruitment 4 U

With a combined 30 plus years' experience in the industry, Recruitment 4 U pride themselves of being a true business partner. Working to build long term sustainable relationships with our clients and candidates, becoming trusted advisors to both parties.

Taking the time to understand our clients and candidates needs give us the ability to deliver focused outcomes for our clients whilst supporting career aspirations for our candidates.

We work strategically with our clients, to build a strong talent pipeline giving access to candidates that fit their business needs, culture, and dynamics now and in the future. By working so closely with our clients we can improve the time it takes to fill a role, reduce staff turnover and the cost to hire.

**Connect with us today!**

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To book in for a more detailed discussion, send an email to [Sharon@recruitment4u.com.au](mailto:Sharon@recruitment4u.com.au) or call on 0432 356 148

Best wishes

*Sharon Justo*

