

RECRUITMENT

4U

Start Building Your Talent Pipeline

Depending on the role you are trying to fill, recruitment can be a time and resource-intensive process.

One of the easiest ways to ensure you eliminate the gaps in your team quickly is to have people waiting in the wings to snap up your available roles, and high performing current employees developed and ready to step into a new position.

Here are a few helpful tips on how to build a successful talent pipeline.

I hope you enjoy the read.



Sharon

How to Develop Your Talent Pipeline

Ultimately, a talent pipeline is an ever-evolving collection of people who may become a part of your team in the future.

These people aren't there to immediately replace people or fill gaps in critical positions that already exist. Instead, they ensure that you can always track down the talent you need when you're ready to develop your organisation.

Building a talent pipeline means proactively creating long-term relationships with candidates who share the same cultural values as your company and offer the right skills. You'll need to work with a recruitment partner to switch from a reactive recruitment model to a proactive strategy.

Step 1: Understand What You Need

First, you need to determine what you need from a talent pipeline. Who are your critical employees and what kind of skills are most crucial to your organisation? What kind of people will you need to achieve the next steps in growing your business? What might your future hold?

When the [Disney World company](#) performed this exercise, they found that their most crucial staff were the street sweepers that offered excellent customer service and gave visitors helpful information. The organisation then built a talent pipeline based on helping them to get more customer service experts.

Ask yourself what kind of employees you'd need to replace immediately if they left, and what sort of people you would like to have in your network, just in case. Consider the strengths and development areas that you have as a company today, and how you can use talent to build on the strengths and eliminate the problems.

For instance, like Disney, you might be great at customer service and want your talent pipeline to maintain this. However, you might also be looking for ways to improve your product development and people management pipelines too.

Step 2: Attract the Right Talent (Passive and Active)

Attracting the right kind of people to your business is crucial. You'll need candidates that don't just fill your skill gaps, but also fit within the company culture that you're trying to build.

Remember that a significant portion of your talent pipeline today will be made up of passive candidates. These are the people who are interested in hearing about new opportunities but may not be actively seeking a new position. Interacting with active and passive candidates, as well as referrals and recommendations from your existing employees will give you a more diverse talent pipeline to work with.

Some companies will even benefit from interacting with graduates and up-and-coming employees that have yet to fully develop their skills. In many industries, these people can end up being the business leaders of tomorrow. When looking for the right talent, search through:

- Networking events: Use these as interactive opportunities to engage with potential candidates, and even ask them questions about the kind of employee they might be.
- Social media: Channels like LinkedIn offer professional groups and networks where you can find people who match your company's values and needs ideally.
- Specialist recruitment campaigns: Working with a recruitment team will help you to find some of the most valuable potential employees on the market. A recruitment company will ensure that every person in your talent pipeline is ideally suited to your needs.
- Existing contacts: Ask your employees and coworkers to refer people to your talent pipeline who might be ideal for a future role.
- Graduate campaigns and apprenticeships: Don't be afraid to explore the talent of tomorrow with academics taking their first step into the field.

Step 3: Make Life Easy for Applicants



If you want your talent pipeline to continue growing and thriving in the years ahead, then you need to make it easy for people to stay connected with your team.

Make sure that you've got a recruitment company on hand who can help you by continuing to search for potential candidates while you're busy running your business. Ensure that you have a mobile-friendly website, and a presence on social media to appeal to the digital job market.

There are other ways that you can make life easier for your candidates too. For instance:

- Make sure you have a website packed full of information about your employer brand, the opportunities that you have to offer, and your job vacancies.
- Write easy-to-read job descriptions that are brimming with the keywords and phrases your candidates will be looking for.
- Plan an effective interview process with a trained HR manager who knows how to ask engaging competency-based questions.
- Ensure you stay in touch with your network through regular email newsletters, messages on social media and other correspondence.

Step 4: Track Successes and Failures

One thing that all business leaders need to remember is that the industry is changing.

Thanks to the digital revolution, the rise of new employment trends, and changes in recruitment strategies, it's essential to make sure you're always one step ahead of the competition.

A talent pipeline isn't a set-and-forget strategy. Instead, you'll need to work with experts like recruitment companies to make sure that you're having the right impact on your target audience. For instance:

- Have a plan in place to make sure that you're attracting the latest skills and talents that you might need to your pipeline.
- Ensure that you're keeping track of your employer brand and reputation by checking out online reviews and general attitude towards your company.
- Conduct stay and exit interviews to find out why people join your team, and what causes them to want to leave ahead of schedule.
- Speak to the people in your talent pipeline to determine what they like most about your company and why they want to work for you.

It's even worth speaking to your existing employees regularly so you can keep an eye on whether your company culture is changing, or whether you might need things from your talent that you didn't consider before. For instance, you might discover that your team would like more managers on board, or that they prefer mentorship opportunities to traditional lessons when it comes to development.

Step 5: Get the Right Help

Finally, because the industry that you're in is always changing, it's important to remember that you might need a little support to stay ahead of the curve.

Professional recruitment agencies are a vital addition to any talent pipeline strategy. They know how to build strong and resilient relationships with the candidates that you need to develop your team. These professionals can also guide how you might be able to develop your employer brand for a better chance of attracting the right people.

With a recruitment company on hand, you'll:

- Have access to the latest information about your industry and the kind of talent that may help you to thrive.
- Be able to reach out to professionals from a range of backgrounds and convince them to join your talent pipeline.
- Have support designing attractive job descriptions and employer content strategies that will benefit your employer brand.

A talent pipeline is a long-term strategy that requires a lot of work and patience. However, with a specialist recruitment agency, you won't have to do everything alone.

Start Building Your Talent Pipeline

A talent pipeline is an excellent way for today's businesses to overcome skill shortages.

With a network of engaged and interested people, ready to join your business, you'll ensure that you always have candidates on-hand to fill important roles.



Talent pipelines reduce your time to hire, improve the quality of the employees that you get, and even allow you to strengthen your employer brand.

Just remember that you don't have to build these strategies alone. An experienced specialist recruitment company is precisely that; experienced in your market and with a network of potential candidates ideal for your organisation.

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 or call on 0432 356 148

Best wishes

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