



# Sourcing Diversity Talent - 10.5 Things your Sourcers won't do

Sourcing diversity talent is challenging! Everyone is looking out for great talent. The best out there have been approached and have multiple offers! There is light at the end of the tunnel! Join the league of the top 5% diversity firms who are adept at recruiting diverse talent. It starts with breaking away from the mold. The majority of companies do pretty much the same thing - post diversity needs on the big boards, on well-known diversity sites and any other diversity sites the search engine yields. Then the waiting game starts and never ends. A more proactive and comprehensive approach is needed that involves accurate targeting, early reachout and working to build ongoing one to one relationships with prospects. The 5 C's of diversity sourcing - cultures, communities, colleges, companies and candidates act as gateways where each C is researched and targeted. As sourcing advances the 5 C's start coming together through their dependent linkages. Communities comprise of disparate cultures, colleges and companies where diversity candidates are found. The goal is to find the strongest linkages and work to maximize the ROIs.

Sourcing involves an ongoing, focused, dedicated and disciplined approach. There are no short cuts. There is minimal automation. Add diversity and the challenge gets ratcheted up a bit. An optimal blend of passionate sourcers, processes and technologies help. Happy diversity sourcing!

1

### A Brief History

What do we know about these needs from the past? If nothing exists it is time to do some detective work and get things documented. Then starts the synopsis phase - real analysis. What is the real need? What is the context of the need? Historically what have been the challenges? What channels have worked in the past? Improvements? What cultures, communities, colleges, companies and candidates have yielded success? The basic analysis will yield a starting point, a baseline from where the rest of sourcing gets started.

2

### A Napkin Plan

Time to have a game plan. A plan simple enough to fit a napkin and execute. As sourcing advances the plan will be adjusted incrementally and fine-tuned. Essentially it should cover researching the network (where/what/who to target), working the network (how to reachout), energizing the network (how to get prospects out of their comfort zones), targeting the network (who to headhunt) and pipelining the network (how to sustain ongoing nurturing relationships). All implemented within the 5 C's ecosystem framework.

3

### The 5 C's

It is all about understanding, targeting, reaching out and engaging within cultures, communities, colleges, companies and candidates before your competition. Part of the process includes focusing on smaller, below the radar Tier 2 and Tier 3 companies, sub cultures, sub communities and less known private and public colleges. Tread the path less travelled. Keep away from the herd mentality. Do your research thoroughly, engage genuinely in a timely manner, nurture those relationships and see magic happen!

4

### The Titanic Iceberg

Over 90% of an iceberg is submerged under water - hidden and invisible. Everyone sees the 10%. Everyone sources the known; the visible; the branded; the ones that want to get noticed. The passive, hidden, happily employed are never visible and sometimes not present. They prefer to keep it that way. It takes hard work to find them. Smaller companies need to work harder without the branding to survive. Great passionate talent resides here. Let the world focus on the shiny iceberg while you work steadily below the surface!

### **Social Media Delinked**

**5**

Social media like LinkedIn are the greatest recruiting tools since sliced bread! They are also the most misleading. The best talent have the worst or next to non-existent profiles. After all they are not looking. They work hard to keep themselves invisible. No keywords, no titles, no strings. Just associations, recommendations that lead to the right candidates and right companies with high match affinity. A strong reachout ensures the right segment is reached seeking hidden, passive and even non-existent candidates as referrals.

### **Maximize Reachout**

**6**

Working and energizing the network. The more qualified people you touch, the better your chance of finding the right talent. Let the town know you are hiring. Target and reach a critical mass and you will see magic happen as referrals, passive and hidden talent come forth. Reach out and engage within communities, groups, associations. Get your end users (subject matter experts) involved. Work to engage in dialogs and add true value to these forums. Great talent will seek you in no time!

### **Early Engagement**

**7**

College recruiting, campus recruiting, diversity recruiting all follow the same pattern, the same timelines. Everyone doing the same thing. The goal is to engage the right talent before the competition. Your company's name should be in their top five list right from the start when they enroll in college to the time they make their final decision. Building pipelines will ensure early and continuous engagement. Forecasting, planning and a proactive approach will go a long way to get the right talent before others!

### **1-to-1 Relationships**

**8**

The ultimate end game. All sourcing and recruiting comes down to one to one relationships with candidates. Over time ongoing nurturing relationships where candidates see you as trusted advisors. Honest relationships where you will guide candidly. This may mean losing your candidate to a competitor - however you will be guaranteed referrals today and down the future. See the big picture. Make a difference today and you will be awarded down the line. It is all about individual relationships nurtured patiently over time.

## Sustained Sourcing

9

We all know the picture. As soon as the right candidate is recruited the other 99% are dropped like hot potatoes. Same needs comes up again in a few months. Back to the drawing board. New sourcing - new candidates. Of course there is a limited talent pool out there. Very soon the time to hire; cost per hire metrics start moving north with the quality of hires head south. Sourcing has to be about pipelines, forecasting and treating candidates with respect. We call it sustained sourcing for the future to build robust pipeline communities.

## The 4 Musketeers

10

Sourcing success is based on following a structured, disciplined and a focused approach. Work is distributed in an assembly mode type manner. Researchers work on analyzing, targeting and mapping the 5 C's ecosystems. Sourcers zoom in and head hunt the right talent. The outreach team reaches out, qualifies and works to engage talent. Callers work to headunt and qualify. Sourcing specialists, processes and systems working together to deliver the best talent for your recruiters to close. All in unison!

## We are the Diversity Sourcing Specialists

10.5

Our offering is simple - sourcing the best talent for your recruiters to close for the now and building robust pipelines for the future via sustained sourcing. We do the heavy front end lifting in finding the talent that your recruiters work at the back end to close. With our global experience, seasoned sourcers, robust processes and smart systems we deliver great diversity talent. The equation is simple. We find. Your recruiter's close. Happy Sourcing!!

The author Raj Bhargava is the Chief Sourcing Officer for a Global Sourcing Support services firm based in Dallas, Texas. He can be reached at [raj.bhargava@tackyminds.com](mailto:raj.bhargava@tackyminds.com) or 972.369.3696. TackyMinds provides cost effective sourcing/pipelining/research services to companies of all sizes to help them acquire great talent. Whether you need talent in Boston, Bangalore, Beijing, Birmingham or Bern, we have the globe covered. Our affordable sourcers and researchers do the front end heavy lifting in finding talent - while your recruiters work at the back end closing them. Our sourcers find. Your recruiters close. **A winning combination! Let the sourcing magic begin!!**