

RESEARCH SPOTLIGHT



Revisit Your **SOURCING STRATEGIES** & Fill Your Talent Pipeline



Jobvite

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Revisit Your **SOURCING STRATEGIES** & Fill Your Talent Pipeline

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Sources for all the research data in this report are: the 2017 Brandon Hall Group Recruitment Marketing Survey (n=273), the 2017 Brandon Hall Group Hiring Practices & Internal Mobility Study (preliminary findings), and the 2017 Brandon Hall Group State of Talent Acquisition Study (n=210).

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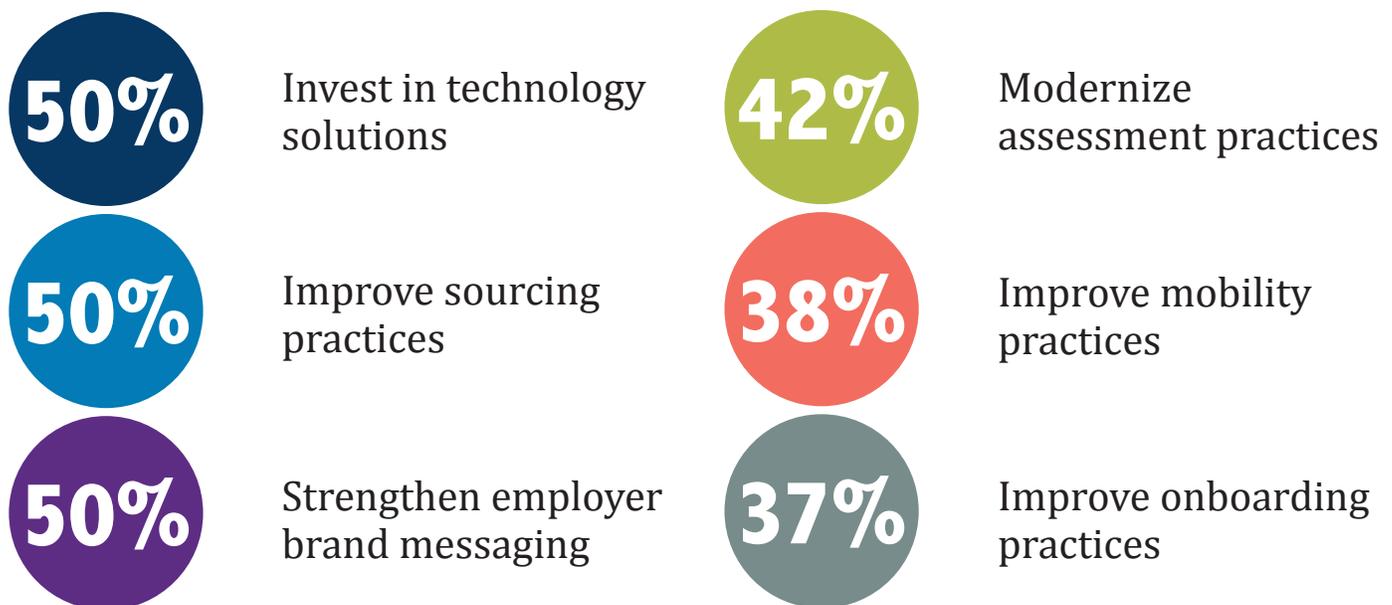
Why Organizations Need to Revisit **SOURCING STRATEGIES**



Even with advances in sourcing technology, organizations today are still finding it difficult to attract talent. Granted, many organizations encounter skilled talent shortages, but it may be the manner in which organizations source talent that is contributing to this difficulty. For instance, without having the metrics to know which sources are most effective for each open position, organizations continue to repeat the same mistakes over and over again, wasting time and money.

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MOST IMPORTANT CHANGES to Improve Hiring Outcomes



Organizations do understand that sourcing practices, technology solutions, and employer brand messaging contribute greatly to hiring quality talent. And to improve sourcing practices, it is critical to select the right channels to find quality talent and to understand the desired skill-set, competencies, and culture-fit needed for the position.

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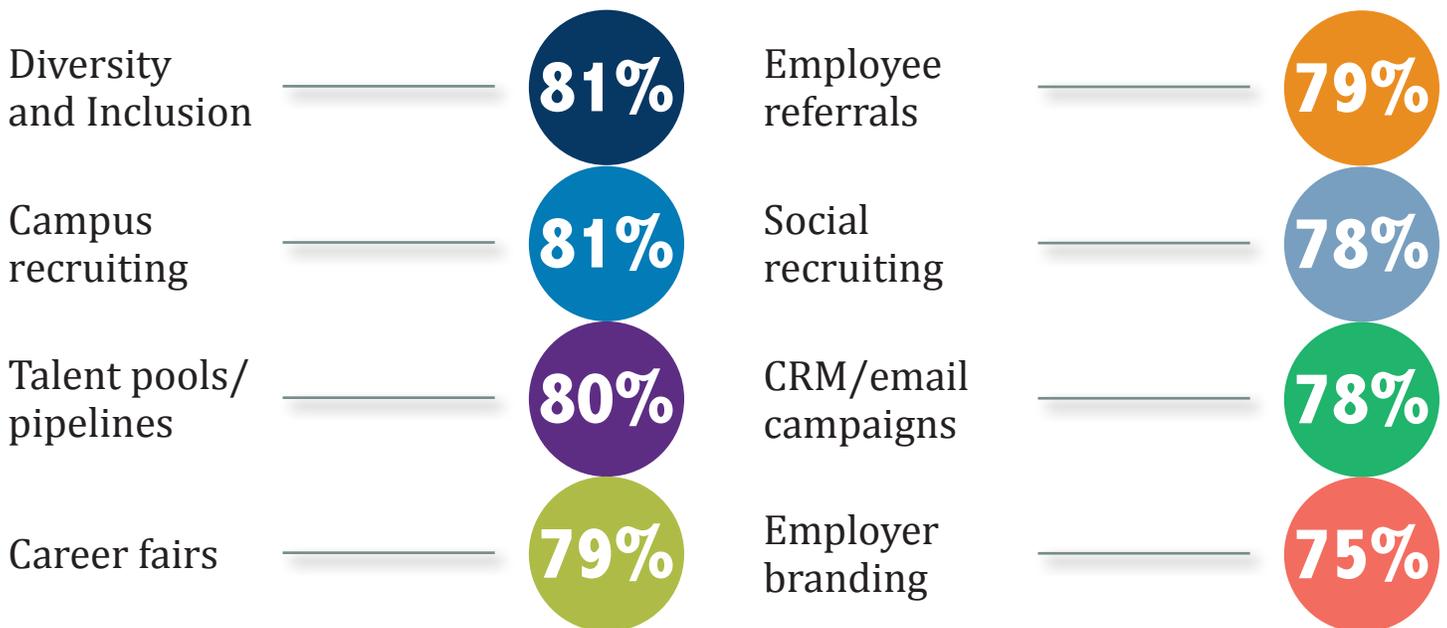
RECRUITMENT MARKETING Can Scale Sourcing Practices

When thinking about how to improve sourcing practices, it is important to consider how to scale those practices by utilizing Recruitment Marketing, as opposed to the automatic “post and pray” approach, which means posting the positions to job boards and praying for talent to swarm in.



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RECRUITMENT MARKETING PRACTICES that Improve Quality of Hire



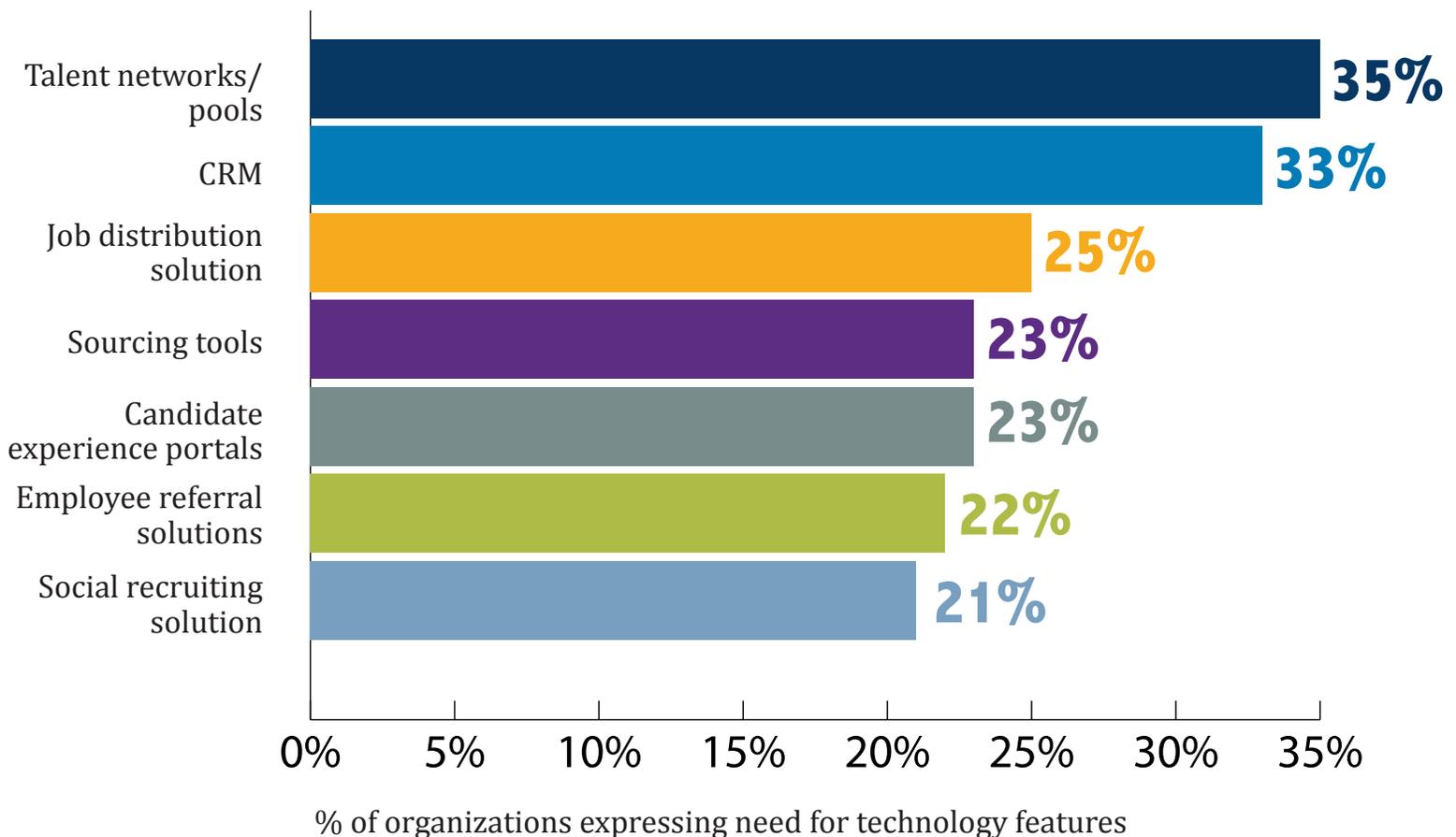
% of organizations seeing improvement in level of quality hires in past year

These are some of the recruitment marketing practices that impact the likelihood that your organization will see an improvement in the level of quality hires. As an example, promoting your organization at diversity career events and relationship-building with diverse organizations can grow your talent pool with high-quality talent.

Developing talent pools for specific positions, specific interests, or specific candidate types, like graduates, will facilitate conveying relevant content to the talent pool members and keep them engaged with your organization.

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Organizations Need **TECHNOLOGY SOLUTIONS** to Fill Talent Pipeline

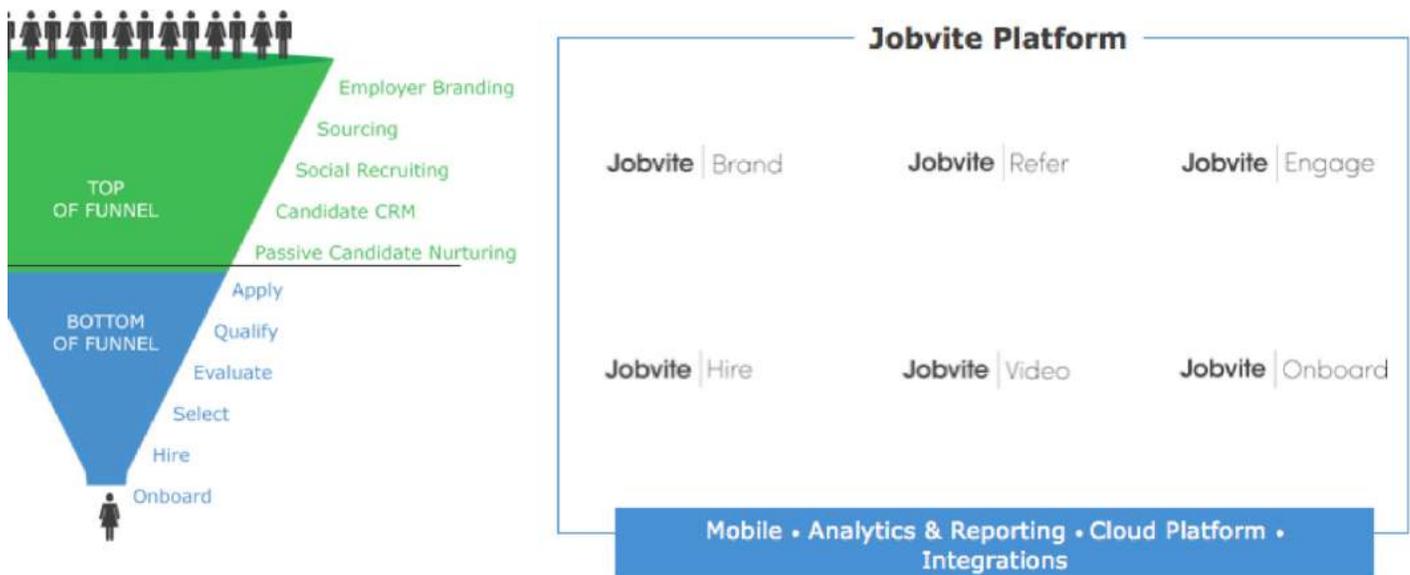


Many organizations still do not have technology features that they believe they need. Demand is high because organizations realize that these solutions propel your sourcing and recruiting activities and fill your talent pipelines.

It is also important to consider an entire platform that encompasses all the needed tools. One of the benefits of a platform is that it has a single user experience.

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Jobvite Accelerates the Entire Recruiting Process



For example, the Jobvite Recruiting Platform works as one comprehensive system and is built on a cloud platform that is mobile-ready, and can be integrated with any external system. The platform also includes a strong analytics and reporting engine that gives visibility through the entire recruiting funnel so that you can measure your results and optimize the process.

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ABOUT BRANDON HALL GROUP

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



AUTHORS AND CONTRIBUTORS

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Robert Tsao is leading strategic growth and development at Jobvite, a big job that fits the vast background he has in the technology arena. Robert has 20 years of experience building software and Internet companies, and has worked as an entrepreneur, strategy executive, venture capitalist, and investment banker. He founded Upmo and AirSurf, and worked at companies like Taleo, Meltwater Group, and Vertex Management (among others).

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ABOUT JOBVITE

Jobvite is the leading recruiting software company that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with a Candidate Recruitment Marketing (CRM) tool, an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. Jobvite was also named a leader in the “Forrester Wave for Talent Acquisition, Q3 2015.”

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Our Services

GET HELP TO DRIVE RESULTS FOR YOUR TALENT

In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.



PLAN



ATTRACT



DEVELOP



PERFORM



RETAIN



OPTIMIZE

GET HELP WITH YOUR HR SERVICES MANAGEMENT & DELIVERY

As described in the employee lifecycle, processes are linked to employee transactional processes (e.g., compensation, benefits, compliance, contingent workforce management, etc.) via workforce planning and analytics.

- Policies/Process/Procedure
- Payroll
- Expense Management
- Benefits & Compensation
- Contingent Workforce Management
- Compliance
- Time & Labor Management

About Brandon Hall Group

Our Services (Continued)

GET CONSULTING HELP WITH...

- Strategy and Planning
- Governance & Business Alignment
- Executive Management
- Team Development
- Measurement & Analytics
- Program Design & Deployment
- Technology Selection, Management & Integration
- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

Membership Offers Tailored Support

At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient. Membership also provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

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