

# How to develop a Proactive Sourcing Mindset for 2021



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# A little bit about me...

- Global Sourcing Trainer & Sourcing Specialist
- Passionate about Personal Branding
- My Side Hustles:
- International Keynote Speaker
- Budding Wildlife Photographer





**What is a Sourcer?**

**A Sourcer is not a  
junior Recruiter...**

# Sourcer

n. expert advisor to hiring managers and businesses. Often referred to as a "human rock" that companies can rely on. Will turn Boolean into talented new colleagues.

**Sourcer** 

**Finds+ Qualifies New  
Candidates (i.e. Verifies their  
Interest)**



**Recruiter** 

**Handles Process From  
Application to Offer**

**We are going to  
look at the WHY,  
the WHAT and the  
HOW of Sourcing**



**WHAT?**



**WHY?**



**HOW?**



Eight reasons **WHY** you need to  
have a dedicated Sourcer on  
your Recruitment Team





**86% of the most qualified Candidates for your open roles are already employed & are not actively seeking a new job**



Passive Talent is  
more likely than  
Active Talent to  
*want* to make an  
impact on your  
business  
(120% more  
likely)



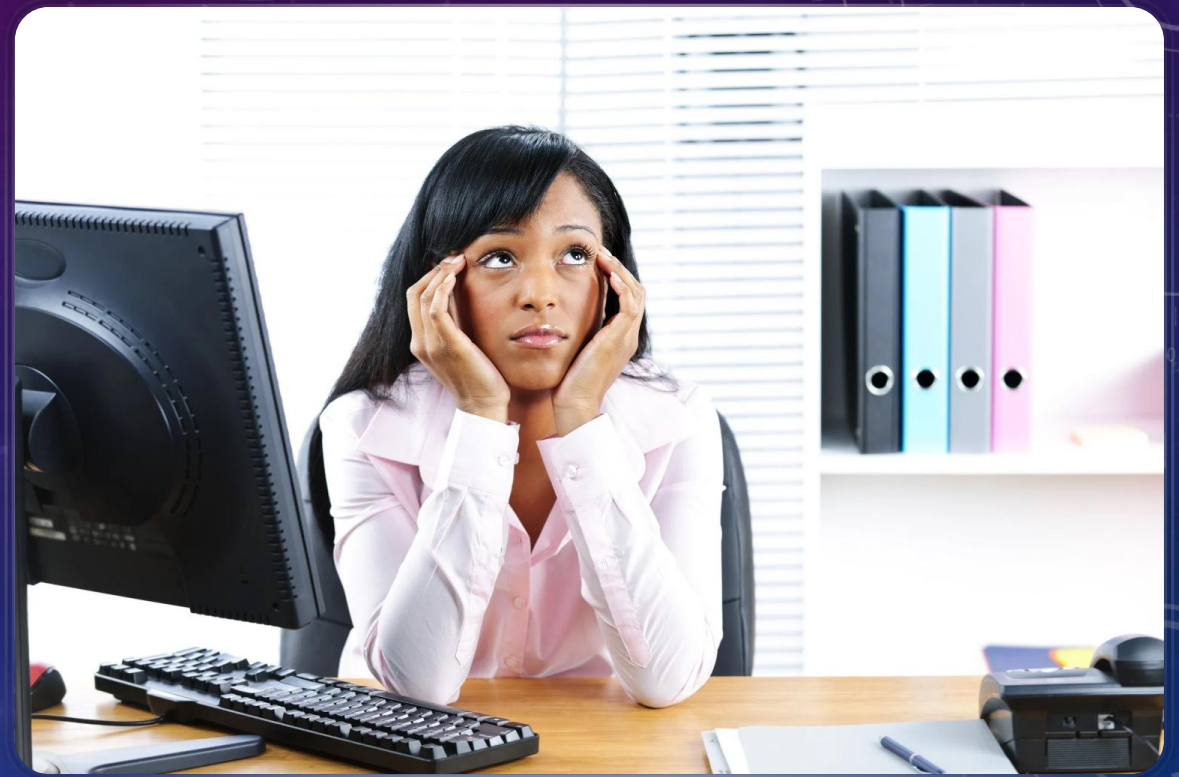
**54% of HR Professionals say that Direct Sourcing cuts their recruitment costs**



**A skilled Sourcer  
will maintain a  
steady flow of  
viable  
candidates to  
develop a strong  
candidate  
pipeline for your  
business**

**If you are relying on your Recruiter to source for existing needs as well as future needs, in addition to bringing in new business & upholding strong relationships with clients and candidates in play, your recruiting strategy will fail.**

**The ball will be dropped somewhere in the process.**





**Sourcing helps  
to improve your  
Employer Brand  
through nurture  
campaigns and  
community  
building**



Referrals are not great for improving your diversity stats, but targeted diversity sourcing is



**WHAT** three qualities make a **GREAT**  
Sourcer?

(You might have some of these  
people on your team already)



**They have a great digital footprint already.**

**They are passionate about their personal brand & have established their own online credibility.**

**They are probably natural born Growth Hackers.**

They have the  
ability to find Talent  
where other HR  
Professionals are  
not looking

**Quora**



ResearchGate

**Bēhance**



**They know how  
to create an  
amazing  
outreach email  
which will elicit  
a response from  
passive Talent**



**HOW** do you identify, grow & nurture a Sourcer?





**Most importantly, Sourcers should be curious  
about EVERYTHING**



Training,  
training,  
training & then  
some more  
training



**Sourcers need to  
break their  
dependence on  
Job Boards &  
LinkedIn.  
They have to be  
really focused on  
'fishing' in fresh  
talent pools**



**Practice makes perfect**



**Real Sourcers dream about Boolean search strings & data mining**



**But remember.....**

A hand holding a red and white horseshoe magnet is shown on the right side of the image. The magnet is attracting several green paper cutouts of human figures towards it. The background is a dark blue color with faint, light-colored circular patterns and numbers, suggesting a technical or data-driven environment. The overall scene is a metaphor for attracting top talent.

**It's no use having the best  
Sourcing & Recruitment Teams if  
your Employer Brand is not  
attractive to the best candidates**



Thank you for  
Listening!

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