

## How to Find People

Are you clear on the profile of a core candidate to your market?

When you know what is going to be in demand then you can start to pipeline that talent.

E.g. if there is always high demand for good Credit Controllers (every agency and every market will have a profile of candidate that is high demand) then let's seek to scale a talent pool of these people.



Key activities to complete:

Search your database and see how many of this profile of candidate you have – how recently have they been contacted? Create a contact plan to reach out to a minimum of 5 of them a day, alongside your job based resourcing activity, to get an update on their situation.

What are the platforms you have access to for finding people. Ask your manager which job board, network or social platform is best for finding which types of candidate.

What are the upcoming job fairs, exhibitions, networking events and conferences in your market? Find out when and where they are. Follow the hashtags, see who is in the conversation about the event. It could even be worth attending...