



Attract Top Talent: Passive Sourcing Cheatsheet

Most small-to-mid-sized business leaders assume recruiting starts with posting a job. But rushing to publish without planning leads to delays and mismatched candidates. A strong talent pipeline starts with planning!



Active vs. Passive Talent



Active Talent *(Job Advertising)*

- ✓ Actively looking and applying for jobs
- ✓ You find and engage them via job postings
- ✓ May lack required experience
- ✓ Open to new opportunities



Passive Talent *(Proactive Outreach)*

- ✓ Not actively looking for a new opportunity
- ✓ Requires proactive outreach to engage
- ✓ Has the desired skills and experience
- ✓ Interest must be earned

Workforce Demographics Overview:



The Active Group (~25%)

Shows interest but requires shifting through more applications to search for qualified talent.



The Passive Group (~75%)

Engaging this broader audience can lead to better-qualified talent but requires ongoing, value-focused communication.

Four Pillars of a Solid Passive Sourcing Strategy



1. Dedicated Sourcing Team

A sourcing team maps your market to find the hidden talent others miss, including the professionals who aren't actively job hunting.



2. Multi-Channel Outreach

Reach top talent across email, text, phone, and professional platforms to keep your brand consistently visible (not just on one channel).



3. Network & Database Access

Leverage multiple professional networks and databases to expand your reach and find the full range of available talent.



4. Strong Employer Brand

Talent looks you up before they ever apply. Your website and online presence should tell a genuine, compelling story.

Four Steps Before You Start



1. Pressure-Test the Job Title

Internal titles don't always match what candidates search for. Check job boards, LinkedIn, and competitor career pages for the titles that get clicks.



2. Align with Market Reality

List the full package (pay, bonuses, benefits, flexibility, growth paths) in the job post. Check market data regularly to make sure you're staying competitive.



3. Show What It's Like to Work There

Go beyond job requirements. Share your team's mission, culture, and impact to showcase your brand and better attract passive talent.



4. Encourage Team Sharing

Encourage employees to share your content. People trust posts from employees more than posts from the company.

Need help building a winning passive strategy?

Let Hoops help you attract, engage, and hire the best - faster!

Build Your Winning Team. Hire and Scale Talent.

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