



5 step framework on:

# A winning candidate pipeline



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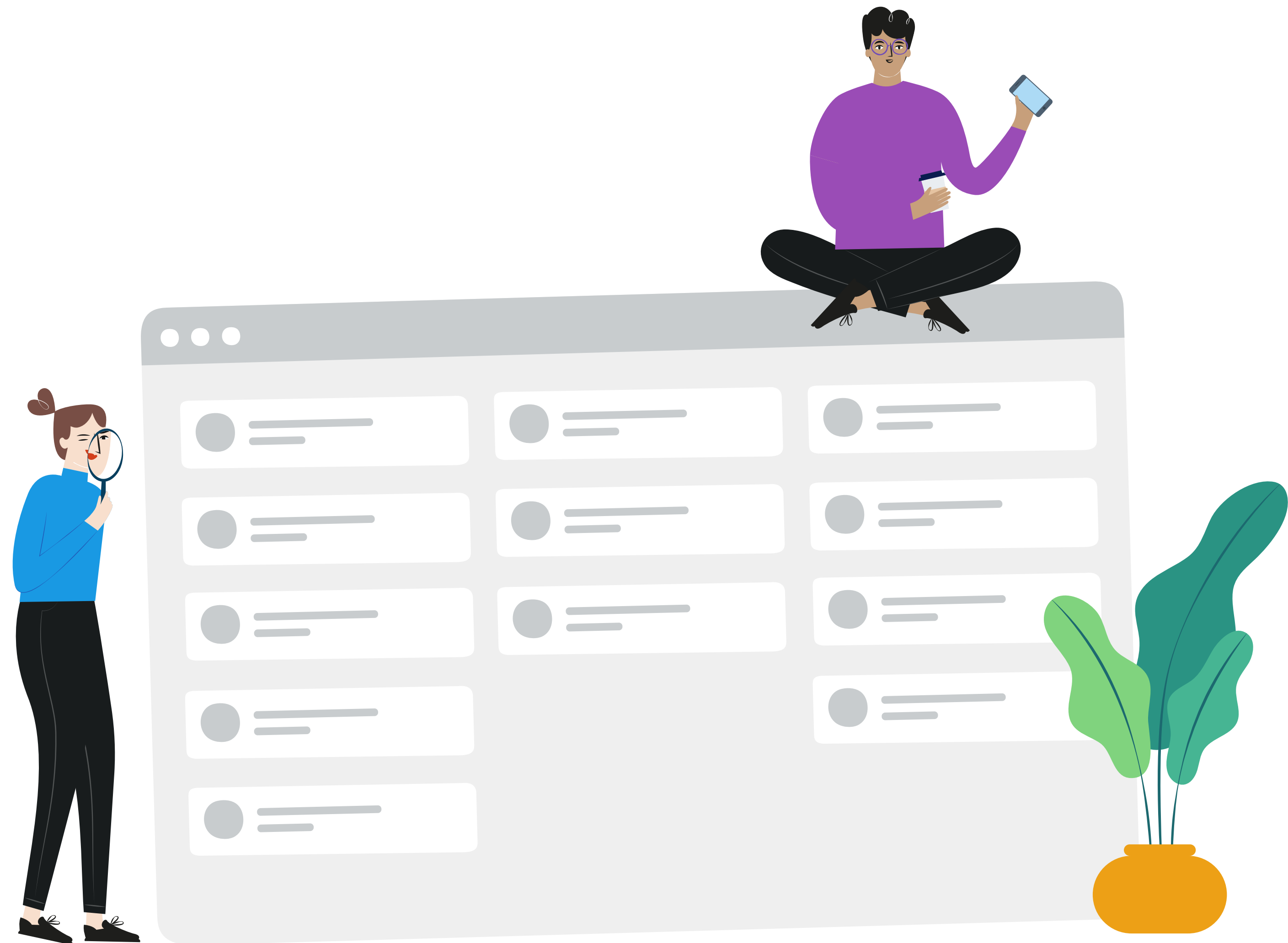
# Foreword

Companies hiring new talent do so for many reasons. Either they're growing, or have new goals and needs, or an existing employee is leaving.

Modern recruiters know that they simply can't wait for one of these things to happen before they start looking for new job candidates.

Given the fast-paced and increasingly competitive hiring landscape.

**Recruiters must develop a proactive approach to cultivate a group of potential hires.**



# 40%

of recruitment professionals said it takes more than four weeks to hire new talent



According to a recent Recruitee survey, 40% of industry professionals said it takes them more than four weeks to hire new talent. **Typically, the longer your hiring process is, the higher the cost of hiring.**

With a carefully curated and well-maintained pipeline, you can ensure you always have access to a network of top-quality talent, making it easier to recruit when the need arises and reduce your cost and time to hire.

To help you optimize your pipelining efforts and make the best use of your time, here is a five-step framework for building and nurturing high-caliber talent and providing a great candidate experience to all.

# Step 1: Identify candidate profiles and pipeline goals



In order to be effective, it's important to lay the proper groundwork when creating a new recruitment pipeline. It's not enough to start hoarding new applicants from your recent job postings and reach out to them each time you have a new job opening.

Instead, you should be strategic about who you add to your recruitment pipeline, how you identify qualified candidates, and how you manage them. With that in mind, here are some key steps and tips you should follow when creating and filling your pipeline.

## **Establish needs**

Meet with strategic partners and key stakeholders in the company to determine what your future skills and talent needs are likely to be. From there, you can determine what types of candidates and skills you'll need to fill your pipeline.

## **Plan ahead**

Bring in hiring managers and other recruiters, and establish who will be in charge of managing the pipeline, who will handle outreach and networking, and how you will manage future requirements.

## **Create targets**

Analyze your company's future goals and skills requirements, and establish quarterly and yearly goals that address those needs.

## **Get hiring manager commitment**

Ensure that you involve the hiring manager whenever a specific role is targeted by the pipeline. Use hiring manager input to guide how and where you fill your pipeline.

# Step 2: Build a stand-out employer brand

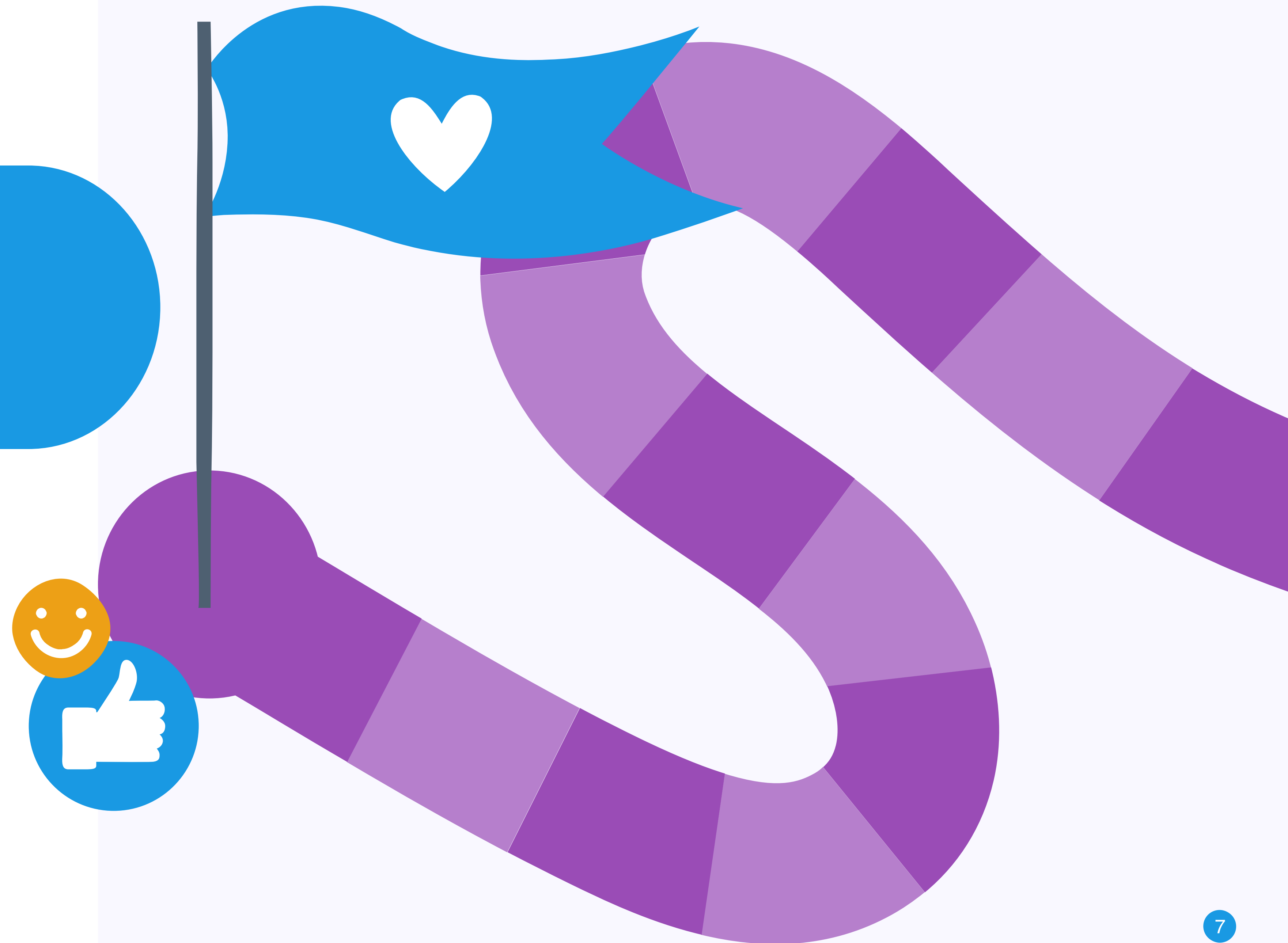


There's one thing that every recruiter can agree on:

**Working for a company with a strong reputation makes it much easier to recruit top talent.**

Employment branding is the recipe that helps your company beat the competition for top talent. And your employer branding strategy is the key ingredient to make that happen.

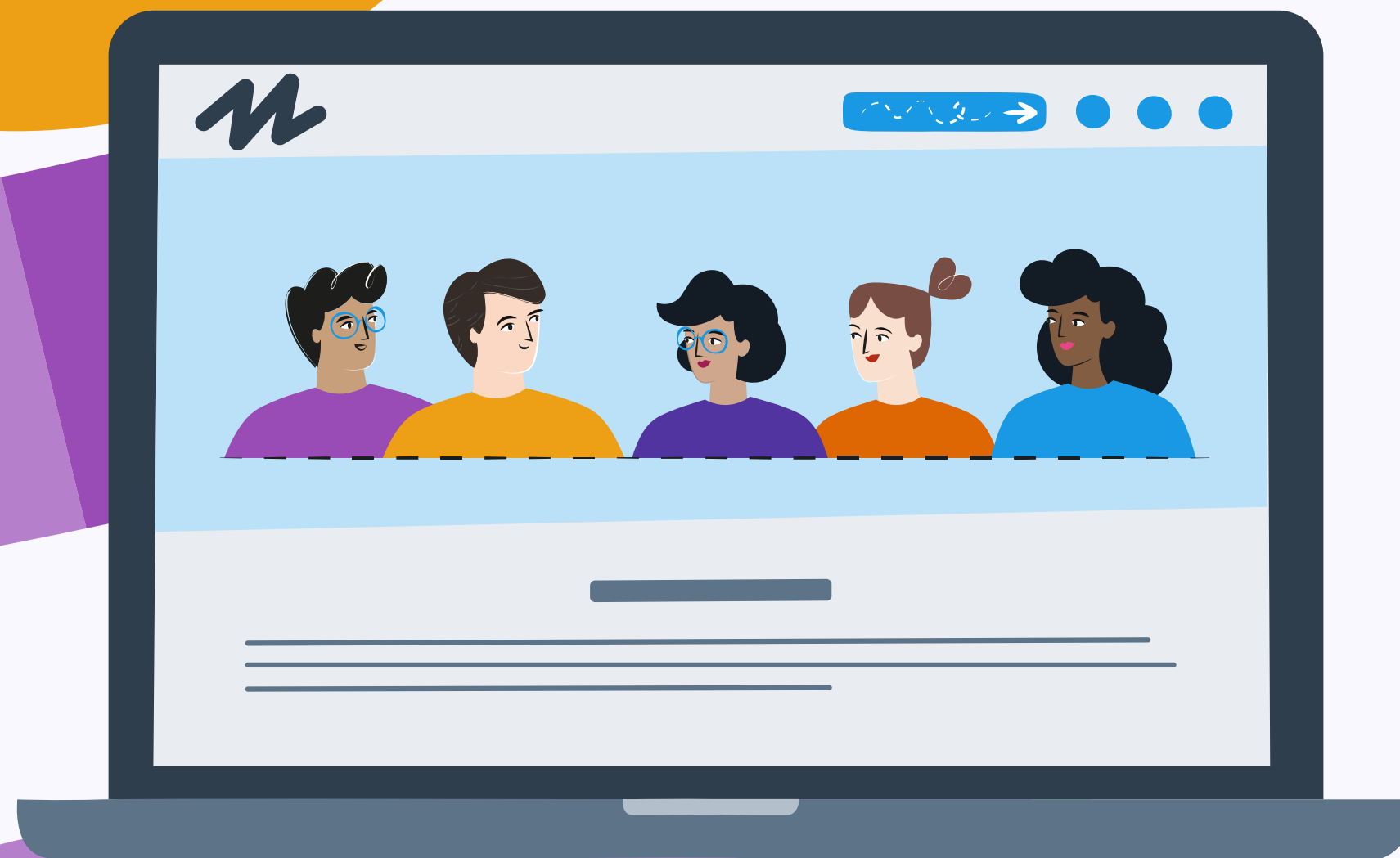
Here are some of the main components that lead to a strong employer brand that you can use to showcase your company as a great place to work.





# 64%

of job seekers agrees that a rich careers page is valuable when searching for a job



## Careers page

A solid career page is a hiring organization's best tool for creating and nurturing their employer brand. No other hiring platform offers the same depth of content, customizability, and traffic growth potential.

64% of job seekers agree that a rich careers page on an employer's website is valuable when searching for a job.

When showcasing your employer brand, your number one priority should be to give job seekers the content and stories they need to decide about their fit at your company.

[How a careers page helps your employer brand](#)

[Read more](#)

# Social media

Social media platforms give you the chance to communicate with prospective candidates and provide them with information on your brand, subtly and continuously.

With LinkedIn, for example, you can anticipate finding most people who are actively seeking new employment opportunities or business contacts.

Facebook, Instagram, or Pinterest are also great platforms since you can reach many people at once.

**These platforms can help present your company and brand in an informal and personal way** and give sneak peeks and authentic insights into your company's daily business.

**How to build on your social recruiting**

[Read more](#)





# Tell employee stories

Humans naturally respond well to genuine, authentic stories about (and told by) other humans. Hence, it's worth getting your employees to share stories about what it's like to work, succeed, and grow at your organization.

If you have a company blog, use it to host articles or interviews with people from across your organization – from senior leaders to your most junior workers.

Everyone has an interesting story to tell. Your website should also feature genuine pictures and videos of your employees, particularly in its 'careers' or 'about us' area.

**Create powerful employer branding videos**

[Listen now](#)

# Step 3: Source proactively



Successful recruiters are the ones who are always on the lookout for suitable talent – with or without a specific vacancy in mind.

Therefore, proactive sourcing is the key to maintaining a steady flow of skilled candidates. Whether you have an open position or not, your search for top talent should always be going on in the background.

Sourcing for positions that aren't open yet enables you to take a different approach. Rather than reach out to people right away with a job offer (something many passive candidates dislike), you can state that you want to get in touch so that when the right opportunity arises, you can work with them.

This way, you're working on building relationships rather than just filling roles.



## Diversify strategy for sourcing

As you start filling up your pipeline, be careful to assess whether it reflects your talent pool's diversity. A lack of diversity in your candidate pipeline can hold back any progress your company makes with its diversity and inclusion efforts.

When diversifying your pipeline, consider sourcing from historically diverse schools. For example, you can do this by building Boolean strings using a list of women's colleges and universities, adding the search operator OR between each school's name and parentheses around the list. This will ensure your search results are filled with diverse graduates.

Talking with diverse employees can also help you to better understand the barriers preventing diverse candidates from entering the pipeline. This can help you devise a more targeted strategy.

# Step 4: Engage your pipeline



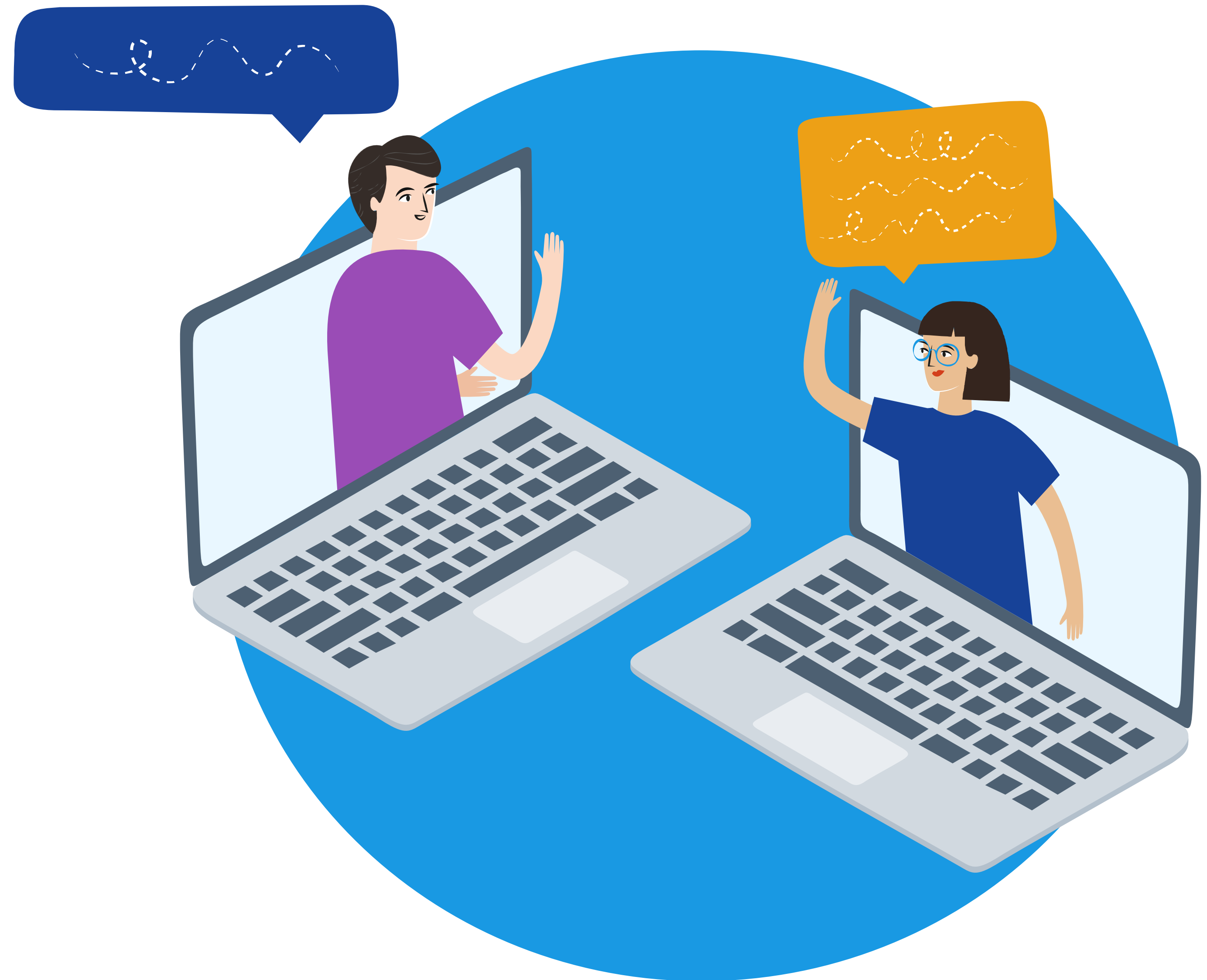
The main purpose of a candidate pipeline is to have a handful of contacts you could call if a position arises, and building these relationships takes time.

You need to be on the candidates' radar as much as they are on yours. You can do this by regularly engaging with them through monthly emails or social media messages. You can use this communication to understand their long-term career goals better.

You can also ask their preferred method of keeping in touch, whether it's via telephone, social media, email, or something else entirely.

**How to keep candidates engaged virtually**

[Read more](#)



# Be transparent

According to Recruitee's survey, over **50% of recruitment professionals admitted to falling short when it came to being transparent with candidates about their hiring process.** A lack of transparency can lead to negative candidate experiences, high drop-out rates, and declined offers.

You can ensure greater transparency by doing the following:

- Writing clear job descriptions
- Create and stick to a timeline
- Include salary ranges
- Brief candidates
- Give feedback

Issues with transparency all come down to, mainly, what happens post-hire. Lack of honesty and communication can lead to many different problems, costing your organization unnecessary expenses. Whether that's from turnover, lack of productivity, or impact on morale, transparency in the hiring process can help you tackle all of these issues!

# Personalize your emails

If you receive an influx of CVs, it can be hard to personalize every email, but there are some ways that you can segment your audience using a CRM or ATS to make each email or job blast more customized.

For example, you can segment lists of people by location or industry and then send targeted emails when you have a new job opening that matches their description. Also, in many email software programs, you can insert the candidate's first and last name to sound more personal.

Finally, pay attention to the wording and content of your emails. For example, sending an email that says you have personally reached out to them because of their industry background will encourage more responses than just a mass email about a job alert not even located in their area.

**How to optimize  
candidate emails**

[Read more](#)



# Step 5: Leverage technology and measure progress



Building your entire pipeline on a single platform, like an Applicant Tracking System, means that you'll never lose sight of candidates.

This makes it much easier to collect and examine data about how your pipeline is performing and make strategic adjustments.

Most ATS' offer pipeline reporting, where you can regularly pull your reports to see how the tool is being used across your team and determine the strength of your strategy. (Recruitee, for example, has a dedicated [reports feature](#) for this purpose).

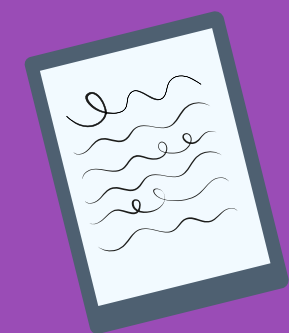
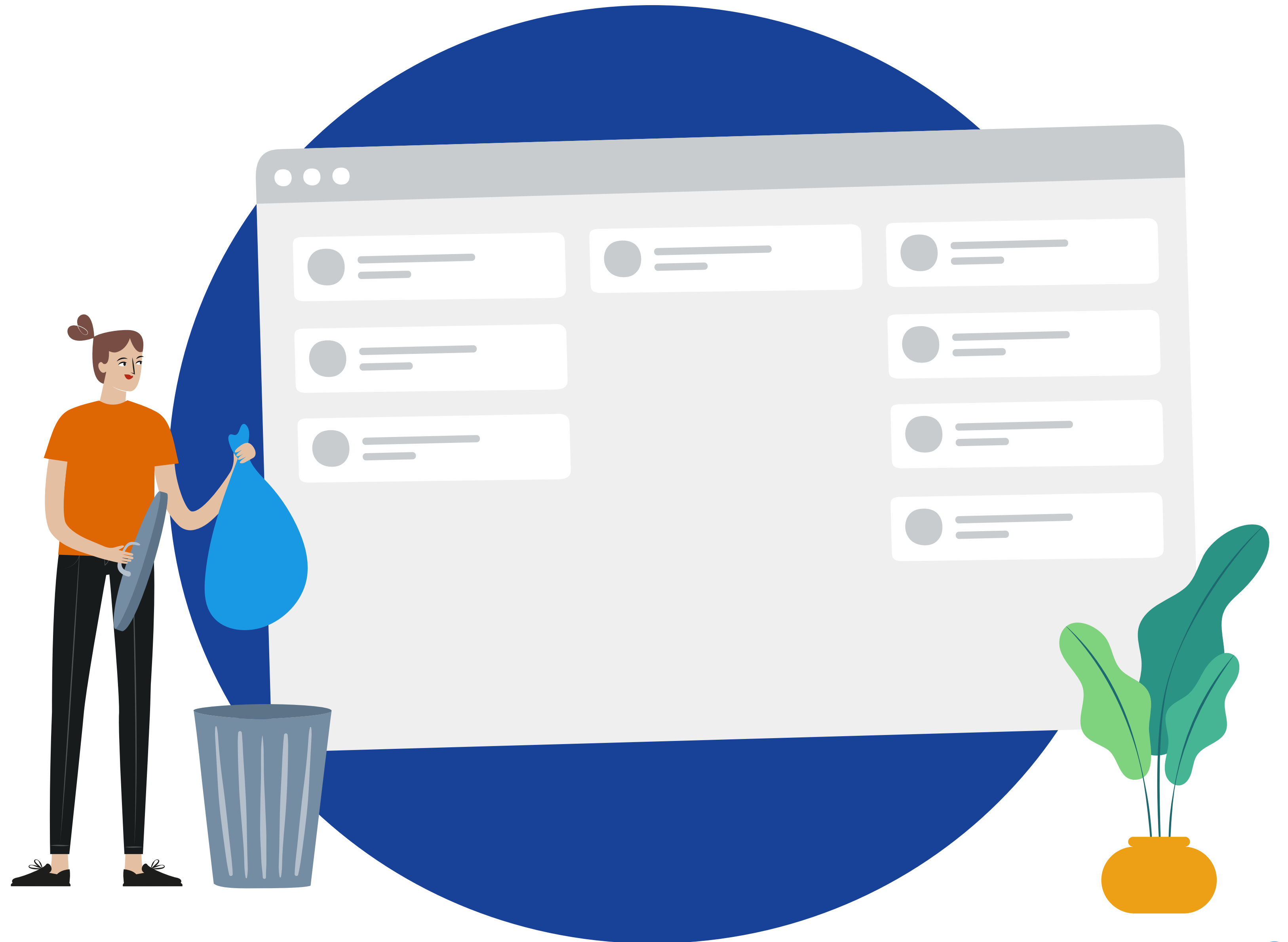
With an ATS, you'll be able to measure the success of different channels you use to source over time, from referral traffic, and inbound to direct sourcing. You'll also be able to spot whether candidates are spending too much time in one stage if you're screening too many or too few candidates and if your time to hire is actually reducing.



# Quality over quantity

When it comes to maintaining your candidate pipelines, don't be afraid to cleanse your database. If candidates have consistently failed to respond to your messages or have dropped off the radar, consider removing them.

You should aim to clean up your database every six months. This way, you can focus on strengthening your existing connections and sourcing new, quality leads.



**How to maintain and clean your candidate pipelines**

[Read article](#)

# Equalture's candidate pipeline process

by Charlotte Melkert,  
CEO and Co-Founder





**Charlotte Melkert**  
CEO and  
Co-Founder  
of Equalture

## Overview of Equalture's candidate pipeline process

Our candidate pipeline follows the same structure for each candidate, regardless of seniority or team scope. There is one hard requirement in our process: Every candidate has to apply through our tool. This hiring software leverages neuroscientific games to help companies get a more objective and less biased view of their candidates right from the start of the hiring funnel.

### 1. Job application

Candidates apply through the Equalture platform, in which the resume is replaced as a 'first-pass filter' by assessing candidates on their (soft) skills and potential. We do so by letting candidates complete Equalture's neuroscientific games. All results are collected in Recrutee, which we use to structure our process.

### 2. First interview

The insights collected through our tool make a phone screening redundant, so candidates are directly invited to a first interview. This interview will be with a founder and someone from the specific team - preferably both female and male. This interview deep dives into the candidate's Equalture scores and is mainly focused on team-fit.

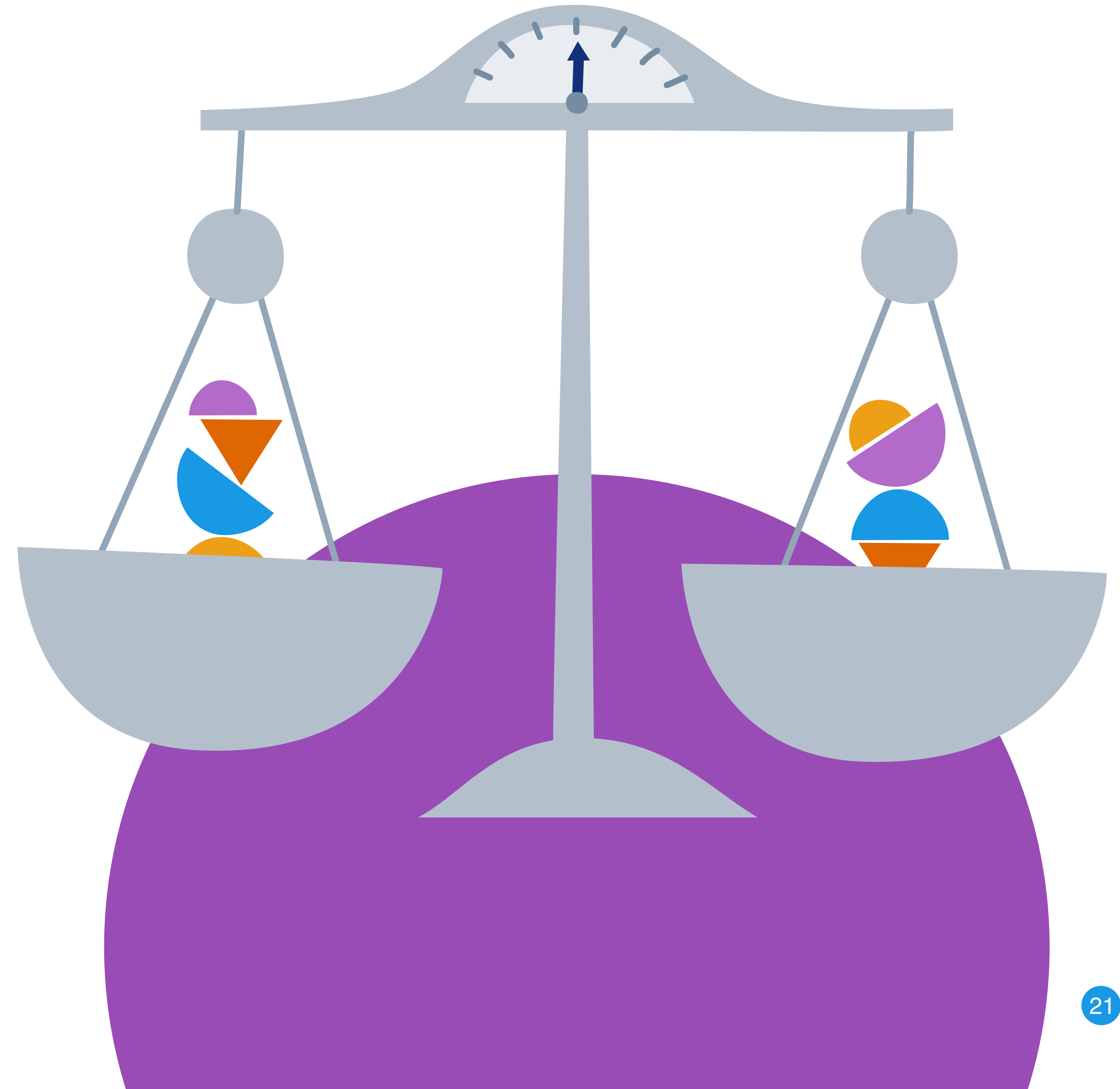
### 3. Second interview

During the second and last interview, the candidate is asked to present a job-specific case. Here, preferably all three founders are present, plus one team member. After this interview, we decide whether or not to hire someone.

# Approach

We ensure a great Candidate Experience by focusing on the following three aspects:

- **Equal opportunities.**  
We actively state on our careers site that our process is structured the way it is to ensure equal opportunities for everyone by focusing on your skills, personality, and potential rather than your demographics.
- **Transparent, efficient process.**  
We actively state on our career site how our process is structured. Moreover, we do everything we can to make the process efficient. We know that the candidate's time is valuable, and a hiring process can be stressful, especially when it takes longer.
- **Involvement of the (founding) team.**  
The founding team is involved in each hiring decision, as well as additional team members. This is because we highly value new team members, and we also want to show potential new team members how much we value this by being present.



# Result

We try to do both interviews within a week, with a maximum of ten days. Depending on how quickly candidates then sign their contract, I would say it takes one to two weeks from the first interview to hire.

## Equalture's final thoughts

We have learned that we should live and breathe our company's vision and mission throughout the hiring process. After all, people join a company because they believe in its purpose, and so for us it's about proving that we live up to our purpose.



# Conclusion:

In a world where the candidate experience is instrumental to hiring success, candidate pipelines cannot be overlooked. Focus on building strong relationships and engaging with candidates on their terms through your candidate pipelines instead of driving candidates to job postings and hoping they'll apply. The rewards will be far greater for you and your hiring teams.



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