

A photograph of a man in a dark suit, white shirt, and striped tie, wearing glasses. He is smiling and looking at a laptop screen. The background is a blurred office setting.

HIRING PASSIVE TALENT THE RIGHT TOOLS MAKE ALL THE DIFFERENCE

**LOU ADLER,
PRESIDENT OF
CONSULTING FIRM,
THE ADLER GROUP,
AND PROLIFIC WRITER
ON THE SUBJECT OF
RECRUITING, ONCE SAID:**

Simply put, you can't hire top passive candidates who aren't looking, using processes designed to hire active candidates who are looking.

Finding 100 million passive candidates on LinkedIn is not the same as hiring them. To hire them in any quantity you need committed and capable hiring managers and recruiters who are trusted partners with their hiring manager clients and have the skills and time to recruit.

RECRUITERS EVERYWHERE SHOULD HEED LOU ADLER'S WORDS OF WISDOM!

Even so, sourcing and hiring passive talent takes more than the right skills and the time to recruit. You also need the right tools.

What are the "right" tools? While the answer varies according to your organization, its needs and its budget, some of these tools include:

- Robust applicant tracking systems
- Integrated talent management software
- Social recruiting resources and sites
- Passive recruitment training

Another outstanding tool for sourcing and hiring passive candidates is video interviewing. It mitigates or eliminates several of the key reasons cited by passive candidates for not actively seeking new jobs:

- **TIME AND SCHEDULING CHALLENGES**—Thanks to video technology, passive candidates can meet with you at any time, from any place—whenever and wherever they're most at ease.
- **TRAVEL**—With video interviewing there's no need for travel ... or the related expenses and time-suck.
- **JEOPARDIZING THEIR CURRENT JOBS**—Passive candidates often say they don't want to risk angering their current employers by meeting with recruiters or even chatting on the telephone during regular business hours. Again, video interviewing gives them complete control over when and where to interact with you.

Whatever their reasons, research has shown that, although passive candidates aren't actively looking for a new job, they're often more than willing to jump at the right opportunity. And video interviews are the perfect tool for showing candidates exactly why your positions are ideal career opportunities.

Hiring passive talent is definitely a challenge. But with the right tools including video interviews—even this challenging segment is in your reach.