



The Sourcing Game

**The Essential Guide
For New Sourcers
And Recruiters**

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01

CLEARING UP A SOURCE OF CONFUSION

It's hard to imagine someone asking a child what they want to be when they grow up and that child exclaiming, "a sourcer!" Surely, just about any adult would seek to clarify their response: "Oh, good for you! But don't you mean a sorcerer?" For that would seem a more logical and plausible answer (after all, Harry and Hermione have had an enormous influence). Because, really: When did sourcing become a thing, let alone a profession?



Before we answer that, it's best to start at the beginning. As Maria von Trapp would say, "It's a very good place to start." Which means that first, we must answer two questions you may feel a bit embarrassed to ask: What is sourcing? and What does a Sourcer do? Fret not, that's totally normal. Much of the world doesn't know what "sourcing" means, let alone what a "sourcer" does.

Let's clear that up straight away!

02

WHAT IS SOURCING?

Sourcing has a lot to do with [the global talent shortage across a variety of industries](#), which means there are far more jobs available than qualified candidates to fill them. So then, the question becomes: How do companies hire qualified talent when there are such high demand and stiff competition?

The savviest companies create talent acquisition strategies that include sourcing.

Sourcing is the act of searching for, researching, and proactively recruiting and engaging passive and active candidates who have not yet applied for a given job.

In other words: Gone are the days when companies can just post a job requiring advanced skills and wait for high-quality applications to roll in. They've got be proactive and find qualified candidates, even those who are already employed and not actively looking for a new job.

Sourcers are the highly creative and impressively clever folks that find those who don't know they want to be found.

For more
on this, read:
[What is
Talent
Sourcing?](#)

03

WHAT IS IT THAT SOURCERS DO?

The answer? It depends.

Because this talent shortage is a global issue that affects companies of all sizes across many industries and because social media has utterly changed the way talent is identified and acquired, the dynamics in the recruiting business are ever evolving.

There is a clear and growing need for companies to source qualified candidates. It's an essential part of the recruitment cycle. Historically, recruiters have sourced their candidates and in some cases, still do. More and more, companies are shifting towards having dedicated sourcers and sourcing teams.

There are a few ways sourcing can work:

- Recruiters can source candidates themselves.
- Recruiters can hire independent sourcers to work for them on hard to fill vacancies.
- Organizations can create designated sourcers and sourcing teams.



For purposes of our guide, we're going to focus on what Sourcers actually do and acknowledge that sometimes a person will both source and recruit. Sometimes a larger company will have in-house recruiters who do nothing but source. Sometimes a company will hire consultants to source directly for their hiring managers. Sometimes a recruiting agency will hire sourcers. All these things are possible and quite normal in the sourcing world.

Want more details? Read: [The Difference Between Sourcing and Recruiting](#)

03 - What is it that Sourcers do?

Sourcers find candidates companies want—more specifically, candidates that are not easy to find—and uncover their contact details so that company can recruit them for a position.

In many ways, sourcers are hunters. They proactively and systematically identify potential matches for the positions they are hired to help fill. They can hunt in a variety of ways, but in today's world, successful sourcers become master searchers.

Some of the techniques sourcers use to find candidates include:

- **Boolean Sourcing**—Using Boolean operators on major search engines or social media sites to find potential candidates through targeted keywords
- **Board Sourcing**—Scanning job boards using keywords or search operators
- **Database Sourcing**—Leveraging a company or organization's existing database of potential talents
- **Network Sourcing**—Utilizing network connections, both online and offline (LinkedIn, etc.) to uncover potential candidates
- **Phone Sourcing**—Cold calling or otherwise contacting potential candidates by phone
- **Mobile Sourcing**—Engaging potential candidates through text chats via SMS,

Once Sourcers find a great match for a position, they may reach out and contact the candidate directly, or they may simply pass the contact details on to the recruiter or hiring manager who contracted them.

While workflows vary, the core job of a sourcer is to go out and find great talent and match them to open positions.

To better understand the role of a sourcer in a talent acquisition strategy, read: [What Does a Talent Sourcer Actually Do?](#)

04

WHEN DID SOURCING BECOME A PROFESSION?

Sourcing became its own discipline when it became clear that for companies to remain competitive, they needed a strategy to acquire top talent and beat other companies vying for the same candidates. Some candidates are actively applying for jobs, but others are passive—they are open for new opportunities, but aren't looking for and/or applying for jobs. To get ahead of their competition, they needed professionals to source passive and active candidates proactively and increase their odds of winning (thus, hiring) the best talent available.

That's the value of sourcing - it's an integral piece of a sustainable recruiting strategy that more and more companies realize is a necessity in today's recruiting climate.

If companies begin searching for candidates when they need them, they're already at a disadvantage. **Sourcing for potential candidates is best started ahead of time, in anticipation of what positions will be needed.** However, the reality is most don't prepare in that way, which is why sourcers are so valuable to recruiters and hiring managers.

Thinking your company needs a sourcing strategy?
You're not alone. Read: [Five Key Steps for Your Recruitment Sourcing Strategy](#)

05

WHAT ARE THE FUNDAMENTALS OF SOURCING?

To become a good sourcer, focus your time and energy on getting good at the essentials. You can't learn everything all at once, so work on creating solid habits that will help you create the best results.



#1 Know your people



#2 Use the right tools for the job



#3 Make recruiting a team sport

05 - What are the fundamentals of sourcing?

ESSENTIAL #1 - KNOW YOUR PEOPLE

Get in the habit of: Doing the right amount of research...



On Candidates

When it comes to researching candidates, **there's a spectrum between embarrassing yourself because you're uninformed to embarrassing yourself because you're acting like a stalker.** Aim for the right side of that spectrum by remembering that:

Your goal is to get people jobs that both they and the employer are going to be proud of and find meaning in.

When you don't dig deep enough, which means you won't understand who your candidates are, you waste people's time. When you go too far down the rabbit hole and are scrolling through every photo album on a candidate's Facebook page, you waste your own time.



On Job Requirements

While speed is an important factor when finding candidates, take a bit of time to make sure you know what you're racing to find. Job descriptions can be notoriously vague, so make sure you clearly understand what's needed by asking the hiring manager to clarify. Do some research on the company culture to understand what personalities do well and what the unspoken rules are. Think about what questions a candidate might have about the position and make sure you have some answers for the most common ones.

05 - What are the fundamentals of sourcing?

ESSENTIAL #1 - KNOW YOUR PEOPLE

Get in the habit of: Considering what could go wrong

The process of sourcing involves lots of moving parts and people moving fast. There are plenty of opportunities for miscommunications and mistakes if you're not playing attention. [Jackye Clayton](#) from [RecruitingDaily](#) recommends thinking ahead to consider what could go wrong and work backward so that you can fix problems before they happen. Here are a few common issues:

01 - The Hiring Manager has already seen the candidate before

You can embarrass yourself and waste precious time by presenting a candidate the Hiring Manager already considered. Worse still, it can damage your credibility with the Hiring Manager and cause them to doubt your capability.

The fix:

Make sure you keep careful records of every candidate you show to a Hiring Manager (especially if you're working as a team and have multiple people sourcing for the same position). Do not rely on memory alone. Document everything.



05 - What are the fundamentals of sourcing?

02 - You submit a candidate that looks like a fit on paper, but isn't truly a match.

You can lose opportunities quickly by rushing to submit candidates to a hiring manager that appear at first glance to meet the criteria and keywords, but don't hold up under further scrutiny. Speed matters, but not if you submit the wrong profiles.



The fix: Look at everything in a candidate's background; if they have five years experience in an industry, what type of roles were they in? If they have a graduate degree, was it in a relevant field of study? If they have a history of changing companies, find out why. If they've stayed for years with the same company, find out why. Know the answers to questions you haven't been asked (yet).

03 - Another recruiter gets to a candidate before you do because they communicated more effectively.

You go after a highly-sought candidate by sending an email to her personal email account. She's at work all day and doesn't check her account nor read your email until that evening. Another recruiter was able to reach her earlier in the day because they sent a text and were able to get on the phone right away.



The fix: Consider the various ways you can reach out to a candidate. Think about what time zone they're in, what day of the week it is, what they're likely to be doing, how easily they'll be able to retrieve your communication. Check their social networks to see which they visit most frequently and are therefore more likely respond faster.

05 - What are the fundamentals of sourcing?

ESSENTIAL #1 - KNOW YOUR PEOPLE

Get in the habit of: Managing the expectations of everyone involved

The recruiting process can be a game of “hurry up and wait” especially for the candidates. Not all time passes equally. For a candidate, waiting to hear whether or not they’re advancing in the process can seem like a torturous wait, while for a hiring manager juggling interviews and schedules, it can seem like there are not enough hours in the day.

For Hiring Managers

As much as you want to gain a clear understanding of a hiring manager’s expectations, you also want to set them on your end as well. [Jim Stroud](#) at [Randstad Sourceright](#) sets expectations with hiring managers by saying something like, “*I know your time is valuable, and mine is too, so why don’t we schedule times now for us to connect every two weeks. If I have candidates for you, we’ll meet so you can review them and give me feedback, and if I don’t have any that are worth your time, you’ll have some free time in your schedule.*” He creates a structure that is clear and serves both him and the hiring manager.



05 - What are the fundamentals of sourcing?

For Candidates

Make a point of consistently updating candidates, even if you don't have any news to report, so they feel valued and not forgotten. [Kasia Borowicz](#) from [Lightness](#) makes a great point, "*Sometimes you promise to get back to a candidate in a week, and when you do, it feels uncomfortable to say, 'Sorry, I don't have an update yet. I thought we would have heard by now but I was wrong.'* If you do it so kindly, the candidate will see that you're just another human being, doing their best. But they'll be able to trust your word."



For Teammates



When you are working as part of a team, it's so important to avoid working in silos where you're not aware of what each person is doing. Worse still, you can lose opportunities if one person thinks another is doing a particular task. Therefore, it doesn't get done at all. Communicate frequently to set expectations of who is doing what, what circumstances have changed, and what problems need to be solved.

By prioritizing communication and using tools to help streamline feedback and updates, you can save a lot of frustration and expedite the process.

05 - What are the fundamentals of sourcing?

ESSENTIAL #2 - USE THE RIGHT TOOLS FOR THE JOB


There are three reasons that tools are critical to a sourcer's success; while there are many to choose from, make sure that the tools you try out can help you in these areas. [Recruiting tools](#) expert [Jackye Clayton](#) suggests asking yourself, "Is this going tool going to help me hire faster and cheaper or is this going to cause me to do more work?"

Reason 1 - Timing

In the sourcing game, you want to move at a speed that serves you—not so fast that it will diminish your results but with all reasonable haste so that you can deliver the best candidates as quickly you can. Any tool that can help you complete a process faster is worth looking into, specifically tools that make it easier for you to gather candidates in as few clicks as possible.



Reason 2 - Easy to use

 The best tools are those that are simple and easy to use. The hallmark of a well-designed tool is that you can intuitively start using it right away, with minimal instruction or training. Also, look for tools that are neutral and standalone, so you don't have to be concerned that it will be removed at some point. Look for tools that do one or two things, but do them better than anybody else.

Reason 3 - Organization

Sourcing demands that you keep lots of complex details organized and accessible. Since you'll be gathering data from multiple sources, look for tools that help you aggregate and segment the information in as few steps as possible. While there are many ways to organize candidates, make sure you can tag and pool them based on the most relevant criteria. You'll also need to be able to search through up to thousands of potential candidates effectively, so avoid using spreadsheets, as they are hard to scale and prone to data-entry mistakes.



05 - What are the fundamentals of sourcing?

ESSENTIAL #3 - MAKE RECRUITING A TEAM SPORT

Working as team—whether it's with fellow sourcers or your hiring manager—can make the recruiting process go more quickly and smoothly. One of the major challenges of sourcing candidates and then getting them hired is that multiple people need to weigh-in and sign-off.

If you're working with a hiring manager

Especially when you first receive a job description or have a new working relationship with a hiring manager, make a point of checking in with them early on. After you've asked them additional questions to make sure you're clear on what they're requesting, confirm that you're on track by finding just a few profiles that align with their criteria. Show them the profiles to see if you're tracking well or if there are adjustments to make. A more collaborative approach can ultimately make the process more efficient.

If you're working with fellow sourcers

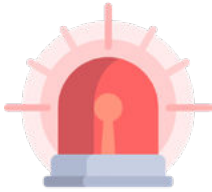
It can be challenging to remain current with each other when things are moving so quickly. Instead of having more than one person doing the same thing, consider breaking the process down into parts and dividing the work into phases, so that you're all working on the same candidates, just advancing different pieces. For example, one person could be running searches, another could be completing profiles, and another could be presenting to the hiring manager.



06

WHAT COMMON MISTAKES DO NEW SOURCERS MAKE?

If you're new to sourcing, you can save yourself a lot of frustration by avoiding these common mistakes.



#1 They spam candidates



#2 Their vision is too narrow

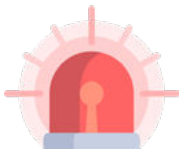


#3 They prioritize process over

06 - What common mistakes do new sourcers make?

MISTAKE #1 - THEY SPAM CANDIDATES

Spamming is a big one. High-quality candidates do not want their inboxes cluttered with generic emails that read like they were written by a cheeky car salesman. It's a sure-fire way to be ignored or filtered into the spam folder.



Solution: Not every email has to be one-of-a-kind, but it's possible to craft messages with a personal touch. [Jim Stroud](#) gave this example: “Go on Facebook and do a search for female software engineers who like the Avengers (there are hundreds). Then come up with an email subject line that would catch their attention or amuse them, like ‘We need more than one software hero.’”

MISTAKE #2 - THEIR VISION IS TOO NARROW

New sourcers will not last long nor be very successful if they just focus on the low-hanging fruit or spend all their time on a single platform, like LinkedIn. As [Jackye Clayton](#) says, “They need to how to hunt and actually develop tools to find candidates the others aren't finding.”



Solution: Diversify! Make use of the countless sites and platforms out there, not just the obvious ones. The name of the game in sourcing is to find candidates others cannot—so look in places that others would not. Also, consider going offline to events where you can meet potential candidates. While conferences and industry events can be good places to network, so can alumni events, sporting events, and any other place that attracts the kind of person you're hoping to meet.

06 - What common mistakes do new sourcers make?

MISTAKE #3 - THEY PRIORITIZE PROCESS OVER PEOPLE



Sourcing is a thinking game; it's not a great fit for those who prize rote processes or predictability. [Kasia Borowicz](#) points out, "*Sometimes sourcers are encouraged to follow a strict process, especially when they're working for bigger organizations. They end up sending out a message they haven't written themselves, that aren't all that great, simply because they were following the process.*"

Solution: Remember that as a sourcer, you're a human trying to connect with other humans. Use your intuition and instinct to determine when it would be more effective to deviate from a process. And if you work for an organization that's a real stickler for following processes above all else, consider whether or not it's the right fit for you. If clinging to processes doesn't feel right to you, it might be a sign that your sourcing style is more creative and innovative. That's usually a good thing!



07

WHAT DO EXCEPTIONAL SOURCERS HAVE IN COMMON?

While there are sourcers all over the world working in all types of industries, the best of them shares some common traits that give them a competitive advantage over their peers.



#1 They love the challenge



#2 They're more than proactive



#3 They master the art of searching



#4 They know how to sell



#5 They think critically



#6 They show their humanity



#7 They track their activity

07 - What do exceptional sourcers have in common?

1 - THEY LOVE THE CHALLENGE...

SOURCING IS A GAME THEY PLAY TO WIN

The best sourcers love the thrill of the hunt. They don't see the challenge of finding what they're looking for as a problem, they see it as an opportunity to test their skills and solve the puzzle. Sourcing is a game they love to play, and they're not afraid to go down rabbit hole after rabbit hole until they find what they're looking for. For they are compelled to win—and winning is finding the right talent for the job, which often means finding candidates others cannot.

“Within five minutes, I was hooked.”

[Kim de Bruyn](#) of [Wescon Sourcing](#) discovered sourcing like many do—by stumbling upon it. “I met Gordon (her business partner and now husband) four years ago when I was doing a completely different type of work. I asked him, ‘What the hell are you doing that’s called sourcing? Just give me the basic commands and let me do some digging.’ Within five minutes, I was hooked. I thought sourcing was so much fun to do. Not everyone can be a sourcer. You need to be a fan of the game.”

Keen to play?
See if you've got the sourcing instinct:
[Best Sourcing Mini-Game Ever](#)

07 - What do exceptional sourcers have in common?

2 - THEY'RE MORE THAN PROACTIVE...

THEY'RE DRIVEN TO SUCCEED



A world-class sourcer goes far above and beyond what the average person would do when searching for candidates. This initiative is not really something that can be taught. Sure, there are all kinds of skills and tools that new sourcers can (and should) learn, but motivation and drive must come from within.

Sourcers who are at the top of their game thrive under pressure, when the clock is ticking and the adrenaline is pumping. They understand what they have control over and what they do not. They stay focused on what's essential and doggedly pursue each possibility until they find what they're searching for. They do not need to be monitored or told what to do. They figure it out.



07 - What do exceptional sourcers have in common?

3 - THEY MASTER THE ART OF SEARCHING...

THEY CAN FIND WHAT OTHERS CANNOT

The most successful sourcers are those who can find what most people can't; they practice the art of searching, as they know they can always improve and algorithms are ever-changing. Advanced searching requires thinking like a detective—or as [Kim de Bruyn](#) from [Wescon Sourcing](#) prefers to say, like Magnum P.I.—being relentlessly curious and interested in what makes people tick.

Candidates are more than profiles and the sum of their data points. They're human beings with lives outside of work. Each candidate has passions, interests, and life experiences that a master sourcer will take into account. Creatively leveraging every piece of information they find on a candidate is what can make the difference between finding the elusive “purple squirrel” and coming up empty-handed.

What is a purple squirrel?

This is a term used in the recruiting world to describe a highly-valuable candidate that meets multiple or uncommon criteria. In other words, someone who fits the requirements so well that they can assume a position with little training or adaptation.

[Kasia Borowicz](#) knows how to hunt such squirrels: A client asked her to find a highly-skilled candidate who was 1) also a native German speaker and 2) fluent in French. This set of criteria was so rare that she was only able to find one. But because Kasia has mastered the art of searching, she found the right one and the placement was a huge success.



07 - What do exceptional sourcers have in common?

Take this example from [Gordon Lokenberg](#) of [Wescon Sourcing](#), who shared how he found the phone number of an IT Manager.

First Gordon googled the name of the IT Manager and found his LinkedIn profile; it offered no contact details.



His LinkedIn profile did show that he was a fan of a particular charitable foundation, so Gordon clicks on the website for that foundation; the link is dead.



Undeterred, Gordon looks up the website on the WHOIS database for contact details; there are none.



Not stopping there, Gordon did an additional search for the name of the foundation and found a comment from a woman who says her father loves the foundation—she has the same last name as the IT Manager. Curious to see if she is the Manager's daughter, he finds her father's Facebook profile associated with hers—it's a match.



Looking at the IT Manager's Facebook profile, he sees that this man is at a soccer field every Saturday morning with his son.



Curious as to why he would be there every Saturday, Gordon muses that maybe he is a volunteer or coach. He looks up the soccer team's website to see if there are contact details, but it's a no-go.



Following his intuition, Gordon decides to look up the Manager's last name in the phonebook of the city where his son is playing soccer. He finds three people with that last name, one of which who has the initials of the person he's looking for.



He called that number and was able to confirm that it was indeed the IT Manager's home phone. He then delivered the phone number to his client.

07 - What do exceptional sourcers have in common?

3 - THEY MASTER THE ART OF SEARCHING...

THEY CAN FIND WHAT OTHERS CANNOT

For those who have not yet mastered the art of searching, this may seem like a lot of time and effort for just one phone number. Gordon was able to deliver that highly valuable piece of contact information to his client in about five minutes.

The language of sourcing: Boolean

“To get started, you need to start at the beginning and learn the basics. For sourcing, that means Boolean.”

Dean Da Costa, Full Cycle Recruiting/Sourcing Consultant, Search Authority

It's imperative for a sourcer to know how to search and understanding how to use Boolean is a must. It's a method that uses “and” “or” and “not” to help sourcers expand and narrow their search queries.

For an overview, read:

[Basic Boolean Search Operators and Query Modifiers Explained](#)

Understanding the basics of Boolean is just the beginning; the best sourcers use their creativity and detective skills to create search string queries that find the data “gold” they're seeking.

07 - What do exceptional sourcers have in common?

4 - THEY KNOW HOW TO SELL...

BOTH THEMSELVES AND THEIR CANDIDATES

Top sourcers know that it's not enough to find a fantastic candidate; for the recruitment process to move forward, a sourcer must successfully sell their client on why that candidate is an excellent fit for the position. In other words, **it doesn't matter how great the candidate is if you can't convince the person who's hiring.**

That's why the best sourcers take the time to find out what's critical to the hiring manager. Whenever possible, the sourcers have a conversation so they can ask lots of questions and discover what criteria are must-haves and which are flexible.

Why it pays to dig deeper

Sourcing ninjas like [Jim Stroud](#) take things next-level. When he's working with a Hiring Manager, he does his research to ensure he delivers what they want. Not just what they say they want, but what their past actions demonstrate they want.

Jim recommends looking into the history of hires for that particular hiring manager (or at least the company). Find the last 5-10 people they hired; look at what companies they were recruited from—were they Fortune 100 or startups? Try sourcing from similar companies. Where did they go to school? Consider other alumni from those schools or similar institutions. What other patterns can help narrow the search for a new candidate?



07 - What do exceptional sourcers have in common?



If sourcers do participate in the initial outreach and are contacting candidates directly, they'll need to sell those candidates on the available position. Again, it doesn't matter how well the candidate matches the criteria if the sourcer can't convince them to speak with a hiring manager.

An effective sourcer needs to be skilled in listening, asking meaningful questions, and getting to the heart of what each party values. From there, the sourcer needs to be able to articulate why a candidate would want to explore an opportunity and why a hiring manager would want to consider a candidate.



As any experienced sourcer will tell you, it's not just a matter of delivering Hiring Managers or recruiters profiles featuring the right keywords. A sale is made when a sourcer does their research and their best to read the mind of the Hiring Manager.

For more tips on selling, read:
[How to Recruit Like a Marketer](#)

07 - What do exceptional sourcers have in common?

5 - THEY THINK CRITICALLY...

ABOUT THE INFORMATION BEHIND THE INFORMATION



The best sourcers look further than what's on the page and beyond what is said. They use their knowledge of human behavior and experience to identify what will produce the results they want. They peel digital onions, quickly moving through the layers to get to what matters.

Sourcers also get to know more about the companies they're sourcing for; they want to know the key players, better understand the culture, and have a solid understanding of the opportunity they are pitching to candidates.

They can do so because they are excellent listeners. They use their curiosity in a way that serves them. [Katrina Collier](#) from [The Searchologist](#) encourages sourcers to, "Always be asking questions, digging deeper and looking beyond the obvious. Go beyond the job descriptions, find out about the work involved, the team dynamics, future potential, the drivers and so on."



07 - What do exceptional sourcers have in common?

6 - THEY SHOW THEIR HUMANITY

A top-notch sourcer knows that there are lots of talent people out there who don't want to be found by recruiters. The term "recruiter" carries a lot of connotations with it; unfortunately, a lot of them aren't good. Many highly quality candidates have been contacted repeatedly by recruiters who have spammed them with generic or weak pitches that are a nuisance more than anything else.

For that reason, the best sourcers are big on transparency and making it very easy for a potential candidate to vet them online. When a candidate receives an email from a sourcer they don't know, they must decide whether or not it's worth their time. If a candidate is going to take 30 seconds to Google the sourcer's name, it's important to consider what they'll find.

"Look like someone worth talking to."

[Katrina Collier](#)

Fill out your profiles—From LinkedIn to Twitter to Facebook to Snapchat, etc. Make it clear who you are, what you do, and who you represent. Add a quirky bit or two that shows your humanity or your sense of humor. It may prompt the start of a conversation.

Make sure your pictures are flattering—While having professional photos can be a good idea, make sure that whatever images you're using with your profiles make you look approachable. Photos can go a long way for creating a solid first impression.

Remember that candidates do their research too—Savvy candidates may take a few minutes to look at your Twitter feed and see how you reply to others or check out the pages you like on Facebook. They may read the recommendations you have on LinkedIn. Those looking you up want to know your character, your reputation, your interests and if it resonates with them.

07 - What do exceptional sourcers have in common?

7 - THEY TRACK THEIR ACTIVITY...

AND MEASURE THEIR RESULTS

The most effective sourcers know just how effective they are because they track what they do and measure the results. They know that all numbers are not equal. **It's not about how many emails they send out, it's about how well they convert into conversations.** It's not about how many candidates they send over to a hiring manager, it's about how many of them the hiring manager wants to interview. It's not about how many candidates they help place, it's about how successful those placements are over time.

Here are some other key metrics that are commonly tracked

- Number of offers accepted
- Number of names with contact info
- Speed of qualification
- Email to response ratio
- Candidate to hire ratio
- Hiring Manager approval percentage



For some more key metrics, read:
[Facts & Figures About Sourcers](#)

08

MAYBE SOURCING DOES HAVE SOME SORCERY AFTER ALL

Those who have worked with ace sourcers might describe them as having magical powers. Using their tools, creativity and love for the game, they can find people that most other cannot. It's an exciting field that is ever-growing and evolving, as fast as the leading sourcers can search and as widely as the changing global economy dictates. While sourcing is a game not everyone will play, it is a vital part of the recruiting process that gives an advantage forward-thinking companies a tremendous advantage.



Like magic, sourcing requires planning, creativity, and a wide range of useful tricks. Do it well, and hiring managers will see you as a true recruiting wizard.

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SOURCING EXPERTS WHO CONTRIBUTED TO THIS GUIDE



Jackye Clayton

Uses her sense of humor, understanding of recruiting and HR to knock out informative, smart, addictively clickable blog posts about tools you do use, will use or should use as a sourcer, recruiter or a person who just wants to hire top talent.

[Find blog posts by Jackye](#)

Jim Stroud



Serves Randstad Sourceright as its Global Head of Sourcing and Recruiting Strategy where he alleviates the sourcing headaches of clients with data and imagination.

[Gain more wisdom from Jim](#)



Gordon Lokenberg & Kim de Bruyn

Gordon hacks talent via easy-going search engines, while supporting recruiters from both the agency and corporate side, filling their vacancies, worldwide.



Kim leverages her previous experience in the advertising industry along with her ten years of experience in recruitment to bring a fresh approach to recruiting and HR.

[Find out more about Gordon and Kim's approach to sourcing](#)

09 - Sourcing experts who contributed to this guide



Kasia Borowicz

Focuses on helping companies make the most out of their recruiting and employer branding activities regardless of the size of the HR team or the budget.

[Learn about social recruiting training with Kasia](#)

Katrina Collier

Specializes in social recruiting and transforming HR & Recruiters into Certified Searchologists. Creates results-driven social media recruitment trainings and is a global keynote speaker.

[Discover trainings and tips on social media recruiting with Katrina](#)



try sourcing for yourself

Ready to try out a sourcing
tool that is both **essential**
and **exceptional**?

Create your free
Hello Talent account!



Hello Talent is a recruiting tool that makes it easy to step up your recruiting game. Rather than use clunky spreadsheets or an ill-fitting ATS, use Hello Talent to build and manage your hiring pipelines. Source candidates with our browser extension, aggregate their details, collaborate with your team, and make great hires.

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