



There's a difference between sourcing candidates and finding talent

How to build a better RPO

Change how you hire. Everywhere. In every way.





Introduction

There are plenty of RPO providers out there that can source candidates. Give someone a log-in to LinkedIn and they will probably have a list of links as quick as you can say 'Download this free Boolean Search Generator'.

If you don't want to know the results, look away now.

As AI technology makes the process of sourcing candidates easier to automate and even less labour intensive, it is no surprise that more and more clients are asking their RPO providers how they can improve their talent pipeline, rather than simply fill it.

Are RPO providers up to the job?





Strategic RPO

Not all RPO providers are created equal. The current economic climate and an unpredictable labour market mean that clients are asking more of their partners – more innovation, more transparency, more accountability, more measurability.

Above all, organisations want their RPO provider to deliver a strategic talent solution that aligns clearly with their broader growth plans. That means not simply reacting when asked to ramp up recruitment. It means stepping up proactively to optimise hiring strategy, improve talent attraction, enhance every candidate experience and play an instrumental role in shaping how the organisations they partner with build their workforce to meet the future needs of the business.

Or to put it more bluntly, it's a lot more than sourcing.

Sourcing candidates vs. Finding talent

At first glance, sourcing candidates and finding talent may seem like interchangeable terms. For many RPO providers, they may well mean the same things. But this is where strategic RPO partners are thinking very differently.

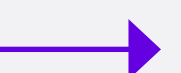
The sourcing process remains a critical part of every robust RPO solution. That will never change. But advanced RPO solutions need the broader capability to support their sourcing teams with a set of tools that enable them to reach new talent pools, engage passive talent and be visible across different platforms. So, that's right, not just LinkedIn.

Building an RPO solution that empowers sourcing teams, enables them to reach beyond their current networks, share more engaging content and build new relationships is key to shifting the mindset from sourcing candidates to finding talent.

Supporting skills-based hiring

As skill shortages continue to grip many sectors at a national and global level, many employers have moved towards a skills-based hiring approach to help broaden their definitions of talent. Rather than focusing purely on track record, experience and achievements, skills-based hiring encourages recruiters to look for and evaluate demonstrable competencies as opposed to track record. Those demonstrable competencies can include technical abilities, adaptive skills or softer qualities, rather than traditional reference points such as education, job title or years of experience. It shifts the focus to what candidates can do, not just what they claim they can do.

RPO providers need to understand that clients who adopt a skills-based approach to hiring require an agile recruitment partner that can adapt their processes and deliver a bespoke solution to meet their needs. Understanding the difference between sourcing candidates and finding talent once again become a keystone in the strategy: finding talent that may come from a different background or sector, may have a non-conventional career path and may be able to unlock different ways of thinking, working and collaborating.





Why sourcing candidates falls short

The goal of an RPO that focuses purely on sourcing candidates is to create a large pool of candidates who meet the job description's basic criteria. It often includes basic outreach, job boards and automation. While sourcing candidates is a crucial first step in the recruitment process, it's important to recognise that sourcing alone does not guarantee that a company will find the best talent for the role. Here are some characteristics of an RPO that only sources candidates:

- 1. Quantity over Quality:** The emphasis is often on the volume of candidates rather than the quality of candidates. Sourcing-only RPOs may deliver a large number of resumes, but the quality of these candidates might vary widely.
- 2. Limited Screening:** The candidates sourced by these RPOs may not be thoroughly vetted in terms of their cultural fit, potential for growth, or alignment with the organisation's long-term goals. The focus is often on matching a basic skill set with the job requirements.
- 3. Lack of Personalisation:** Sourcing candidates often involves using a generic approach to search for candidates. There's typically less attention paid to personalising the recruitment strategy for the specific needs of the hiring company or understanding the nuances of the company culture.
- 4. Higher Turnover Rates:** Because sourcing-only RPOs may not always identify top talent with a strong cultural fit, businesses may experience higher turnover rates. These candidates might meet the technical qualifications but could struggle to integrate into the team, leading to dissatisfaction and early departures.





Why finding talent feels right

Adopt a more strategic, holistic approach to recruitment. Aim to identify and attract individuals who possess the right skills, experience, and personality traits to thrive within an organisation. Here's what sets talent-finding RPOs apart:

- 1. Strategic Approach:** Talent-finding RPOs take a consultative approach, working closely with businesses to understand their long-term goals, company culture, and specific hiring needs. They don't just focus on filling a vacancy; they focus on aligning the talent pool with the broader strategic objectives of the company.
- 2. Candidate Experience:** Talent-finding RPOs understand that attracting top talent requires more than just posting job ads. They create an engaging and personalised candidate experience that helps build a strong employer brand. By offering transparent communication, providing feedback, and ensuring a smooth hiring process, these RPOs foster a positive relationship with candidates, which in turn increases the likelihood of securing the best talent.
- 3. Long-Term Talent Pipeline:** Rather than focusing solely on immediate hiring needs, a talent-finding RPO invests in building a long-term talent pipeline. This approach helps ensure that businesses have access to top talent not just for current vacancies but also for future roles. By developing strong relationships with high-quality candidates, these RPOs can offer a continuous flow of talent to meet the company's evolving needs.

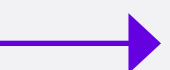


Why the Difference Matters

The distinction between an RPO that sources candidates and one that finds talent is critical for businesses aiming to build high-performing teams. While sourcing-only RPOs may help fill positions quickly, they might not deliver the long-term success that comes from hiring top talent. By focusing on quality, cultural fit, and alignment with organisational goals, talent-finding RPOs help companies secure candidates who can drive growth, foster innovation, and contribute to overall business success.

Investing in an RPO that really finds talent can result in:

- 1. Increased Retention Rates:** When companies hire talent that aligns with their culture and long-term goals, employees are more likely to stay with the organisation, reducing turnover and associated hiring costs.
- 2. Improved Performance:** Top talent brings fresh perspectives, expertise, and innovative ideas to the table, driving better business outcomes. These candidates contribute at a higher level, enabling the company to remain competitive in the market.
- 3. Stronger Employer Brand:** By working with an RPO that finds top talent, businesses enhance their employer brand. Engaging with high-quality candidates creates a reputation as an employer of choice, attracting even more top performers in the future.
- 4. Better Cultural Fit:** Talent-finding RPOs understand the importance of cultural alignment. Hiring candidates who not only possess the necessary skills but also fit well within the team improves collaboration, boosts morale, and enhances workplace dynamics.



Conclusion

While both sourcing candidates and finding talent are essential parts of the recruitment process, the difference between them is significant. RPOs that focus solely on sourcing may provide volume but lack the depth and strategy necessary to identify and attract top-tier candidates. In contrast, an RPO that truly finds talent goes beyond the basics, offering a more tailored, strategic approach to recruitment that helps companies secure exceptional candidates who can drive business success.

For businesses that are serious about building high-performing teams and achieving long-term growth, choosing an RPO that finds talent rather than just sourcing candidates is essential. It ensures that organisations not only fill positions but also invest in their future success by bringing on individuals who will thrive and contribute to the company's vision.





To find out more about our offering, or to discuss how we can support your business, **please get in touch.**

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