5 KEY POINTS WITHIN SOURCING and a quick learning guide

Hello there,

For you who are new to the field of sourcing, we have collected 5 key points to help you get started. Because we know that there is a difference between sourcing and really good sourcing. This is not rocket science, but closer to chess - easy to learn, hard to master.

Have a read, it will hopefully help you get more successful within sourcing. Then keep coming back to keep these things alive in your mind.

Preparation is Alpha and Omega – do your research!

What does the profile look like? By understanding what you're searching for, and having basic knowledge in tech to be able to differentiate between profiles, increases your chances of a great match.

What is the candidate pool like? You need to be able to understand how many possible candidates there are, what they have in common' and how to address them. Understand what these candidates are looking for and what you can contribute with. This is valuable information for your outreach.

Where to find the right candidates

What platforms are there? Although LinkedIn can be a great source for candidates and many times, there are many other usable platforms out there. Depending on what you are looking for maybe GitHub, Stackoverflow, Kaggle or Dribbble is a better choice for you.

How do you use these in the best possible way? Spend some time to learn how these platforms work and how you can find your candidates there. There is not a solution that fits all cases, so you should be prepared to use different ones at different times.

Personalize your outreach

Do not use stereotyped messages that are obvious copy passed. Make sure to know and include what the person most likely could be interested in knowing. Think about how you would like to be contacted yourself and what you are more likely to reply to.

Keep in mind that most people nowadays read their mail on their phones. A subject line that fits the phone screen and a short but yet captivating body of content, is more likely to catch the attention of your candidate than generic and overflowing lines of text.

Also, keep in mind that silence is not rejection, but remind your candidates you want to come in contact with them with a friendly reminder email or two.

Work smart not more - automation is key

There are many good tools and options to automate your workflow and manage your productivity. Keep in mind to check with legal or IT before implementing one to your daily work, to make sure that it is GDPR compliant.

A chrome extension is a plug-in program that gives your browser extended functionality. These are very handy in sourcing depending on what you are looking for. E.g. Multi Highlighter and Glossary Tech are useful starter extensions for the first-timer.

And for you who want more, Recruiting Brainfood is a great platform to explore.

Learn how to use Boolean search and how it works on different platforms

If you are stuck on a deserted sourcing island and can only bring one thing, bring Boolean search strings. Although it works slightly differently on various platforms, it is the foundation of all sourcing.

By mastering Boolean search, you will be able to externally X-ray websites from the Google search bar, find candidates internally on LinkedIn and navigate GitHub or Stack Overflow, etc.

By understanding how operators such as AND , OR , " " and ( ) works, you will be able to isolate the candidate pool you are looking for.

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Best of luck!