

# Sourcing Strategy

## What is a Sourcing Strategy?

A sourcing strategy is a pre-determined strategy that has been created based upon a number of factors. It is the outcome of an in-depth piece of work to identify the best candidates for an organisation and how to attract them using paid and unpaid outlets.

## How is it used in practice?

Once the sourcing strategy is defined, it is used to attract the best calibre of talent to the organisation with the long-term goal of hiring this talent. The sourcing strategy can include several outlets to raise awareness of roles including, paid and unpaid media, social media, internal promotions, and referral programmes.

## What are the benefits of using it?

Having a sourcing strategy will mean you reach the right candidates in the shortest time possible, resulting in a talented pool of applicants to choose from.

In turn, this will significantly reduce your time to hire, meaning your business can run with little interruption because of hiring needs. From a financial perspective, having the right sourcing strategy will also mean you get the best return on investment on the money spent to attract talent.

## What are the extras?

Having a sourcing strategy design by our expert team of recruiter will ensure you reach the right candidates. In addition to the strategy design, we can also provide:

- Media buying services – negotiating with the selected outlets defined in the sourcing strategy to obtain the best rates possible
- Shortlisting services – out of the talent identified using the sourcing strategy, we can create a specific shortlist of applicants based on the role requirements.

