UNFAIR ADVANTAGE

THE **CANDIDATE** **PIPELINE** PLAYBOOK

CORPORATE NAVIGATORS

What is a Candidate Pipeline?

A candidate pipeline refers to the process used by recruiters and hiring managers to track, manage, and move potential candidates through the stages of a recruitment process. It's a way of organizing and visualizing candidates as they progress through various steps from initial application to hiring.

A candidate pipeline encompasses several stages, which include:

1. **Sourcing/Attraction**: Identifying and attracting potential candidates through various outreach methods.
2. **Application/Screening**: Candidates are screened to determine if they meet the basic qualifications for the role.
3. **Assessment/Testing:** This step often starts before the official interviews to weed out unqualified candidates.
4. **Interviewing**: Qualified candidates are invited for interviews to determine if they are a good fit for the role.
5. **Offer**: After successful interviews and assessments, a candidate may be extended a job offer.
6. **Onboarding**: Once a candidate accepts the offer, they move into the onboarding phase and join the company.

In this guide, we will specifically focus on the **Sourcing/Attraction** stage, which includes **building & developing** the list of candidates, **managing** their information, and **cultivating** this list in preparation for future hiring needs. With this solid foundation set, the remaining steps are much easier to achieve.

The Benefits of Building a Candidate Pipeline

Faster Hiring Process: A well-maintained pipeline allows you to quickly fill open roles by tapping into a pool of vetted candidates, reducing the time spent sourcing new talent when a position becomes available.

Access to a Larger Talent Pool: By continuously building and cultivating pipeline, you ensure access to a diverse group of candidates, including both active job seekers and passive candidates who may not be applying for jobs but are open to new opportunities.

More Hiring Choices: Having an established pipeline gives you the luxury of evaluating multiple qualified candidates, allowing you to make more informed hiring decisions and ultimately selecting the best fit for the role.

Reduced Recruitment Costs: A proactive approach to candidate sourcing can reduce costs associated with urgent job postings, external recruiters, or expensive advertising campaigns. You already have a ready pool from which to choose when a vacancy arises.

Stronger Employer Brand: Consistently engaging with candidates in your pipeline helps to build and strengthen your employer brand. By nurturing relationships, sharing company insights, and providing timely updates, you position your organization as an attractive place to work, improving long-term talent retention.

Talent Pipeline Services

For companies that want to focus on core business operations or lack the resources for in-house recruitment management, outsourcing to a third-party recruitment firm can be an ideal solution. With access to a wider network of candidates and a deeper understanding of the job market, these firms are highly effective at identifying more qualified candidates.

THE CORPORATE NAVIGATORS CANDIDATE PIPELINE MANAGEMENT PROCESS:

- **Build:** Using Recruitment Research, our team of researchers discovers candidates that meet your criteria and organizes them into a list.

- **Develop:** In this stage, our recruiters call each candidate to verify interest and qualification, determining if they are receptive to hearing about roles as they arise. We then organize the results into a curated list of contacts.

- **Manage & Cultivate:** Our team of recruiters and researchers will continue to discover more candidates and reach out to the existing list at certain intervals to keep the information up to date. Over time, recruiters will contact interested candidates to update their personal information, level of interest, current role, and more.

Corporate Navigators Pipeline Management

Build

In this first step, a client would come to us with a request, such as needing a list of engineering talent with specific qualifications or skill sets to be updated over the next 12 months.

We would explore top competitors and identify candidates in the roles related to the client's future hiring needs. We would then build out this list and confirm their contact details, current roles, and other important information.

This step could also include mapping out the reporting structure of specific companies through org chart generation and gathering industry data through competitive intelligence.

Through competitive intelligence, we can obtain valuable insights on competitors to assist our clients, such as typical salaries, benefits packages offered, and cost structures. All this information helps them make the most competitive offers to talent when the occasion arises.

Once this initial list containing vital information is provided, it's time to dig deeper and further refine it. That happens in step two: Develop.

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Develop

Once the initial list of candidates is complete , we have one of our recruiters to conduct light outreach by calling the candidates on the preliminary list. We ask them questions like:

- "Are you open to hearing more about future opportunities with Company X?"
- "Can you tell me more about your current role?"
- "Are you open to relocating?"
- "What are your salary and benefits expectations?"

Through asking these questions, our recruiters can determine if each candidate is qualified, interested, and able to be a potential fit for our client's future role.

In addition to capturing basic information like this, we can also gather additional details such as how enthusiastic they are, nuances that AI can't scrape, such as personal circumstances, preferences, and other information that can influence the candidate's potential fit.

If anyone doesn't fit our client's criteria, we update the list of candidates accordingly to capture that intelligence. This maximizes our client's time in the future.

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Manage

Once an official list of interested and qualified candidates is established, we deliver that data to the client. They then have a choice to take this list and further develop it in-house with their own CRM/ATS system or have us continue to manage the list on their behalf. If we are handling list management, this becomes a candidate pipeline contract.

When Corporate Navigators manages your candidate pipeline, we will keep all your qualified candidates in an organized database and regularly update its information. Depending on how long you need us to keep this list active, we can continue to touch base with all individuals at regular intervals to update information and filter out candidates who become uninterested or have a change in circumstances.

Using an organized system, we can categorize each candidate according to different criteria such as engagement level, whether they are warm or hot leads. We also ask:

- Are they still in the same role or have they changed roles or been promoted?
- Are they still interested in a career with Company X?
- Is their contact information up to date?
- Have they moved?
- Are they open to relocating?

Using their responses, we will make sure the data is accurate and current.

Corporate Navigators Pipeline Management

Manage & Cultivate

Keeping a candidate pipeline engaged is an ongoing task that ensures that our clients always receive a pool of qualified, interested, and relevant leads for future job openings.

During your pipeline contract, we will continually update information and keep your candidates engaged. In all, these touch points will remind them of the client's organization and potential opportunities to work with them.

Therefore, after paring down a large list of candidates to an updated talent pool of interested and qualified individuals, we will conduct ongoing touch points to verify candidate information that is relevant to you.

These periodic checks can be conducted with a combination of phone calls and emails. Both methods ensure the candidate has multiple ways to respond to us.

Using updates from our ongoing outreach, we can refresh the list of candidates and keep them relevant. Based upon client needs, this usually happens at intervals of 3 or 6 months.

Then, when our client requires a list of relevant candidates, they can simply contact us to pull a list of prospects from the pipeline that meet certain criteria. At that point, they can contact the candidates directly to continue the process through interviews and job offers.

A NOTE FROM MITCH

Since founding Corporate Navigators in 2000, our clients have been instrumental in guiding our trajectory. In fact, this service guide was requested by one of our valued clients that wanted a clear-cut resource on building a candidate pipeline. It is just one example of how we continue to expand our offerings by listening closely to our clients' needs.

I often say, "We're only as good as our last project," continually challenging myself and my team to push the boundaries of excellence in Recruiting Research. Over the last 25 years, that philosophy has driven our growth.

Every challenge has been an opportunity to innovate and diversify, ensuring that Corporate Navigators continues to deliver the most relevant solutions to our clients.

We're thankful to offer this information to you to help you make the very best business decisions this year and beyond.

Speak soon,

Mitch Golob
President of Corporate Navigators

About Us

Corporate Navigators is a Chicago-based name generation research and candidate development firm founded in 2000 by Mitch Golob.

As specialists in recruitment research, candidate sourcing, and competitive intelligence, we serve corporate talent acquisition teams and executive search firms in the United States and around the globe.

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