Course Title: Sourcing & Talent Attraction Strategies: Finding the Unfindable

- **Duration:** 5 Days (approximately 35-40 instructional hours)
- **Course Goal:** To transform recruiters and talent acquisition professionals from passive ad-posters into proactive talent hunters by equipping them with the modern strategies, digital tools, and engagement techniques needed to find, attract, and engage high-quality passive candidates, build robust talent pipelines, and elevate their employer brand.
- **Core Focus:** Modern techniques for finding passive candidates, using social media, and building a talent pool.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- **Develop** a strategic, multi-channel sourcing plan for any given role.
- **Master** advanced Boolean search techniques to find talent on LinkedIn, Google, and other platforms.
- **Utilize** a variety of sourcing channels beyond LinkedIn, including niche job boards, online communities, and professional associations.
- **Craft** compelling, personalized outreach messages (InMails, emails) that get high response rates from passive candidates.
- **Leverage** social media platforms (like Twitter, GitHub, etc.) for talent identification and employer branding.
- **Build** and nurture long-term talent pipelines and communities for future hiring needs.
- **Understand** the fundamentals of employer branding and how to use it to attract talent.
- **Apply** basic recruitment marketing principles to sourcing and attraction efforts.
- **Utilize** key sourcing metrics to measure the effectiveness of different channels and strategies.
- **Create** a personal action plan to implement advanced sourcing techniques in their daily work.

Target Audience:

- Recruiters, Talent Acquisition Specialists, and Sourcers.
- HR Generalists who want to improve their direct sourcing skills.
- Hiring Managers who are actively involved in finding talent for their teams.
- Anyone new to the field of talent sourcing or looking to update their skills for the modern market.

Prerequisites:

- Basic familiarity with professional social media platforms like LinkedIn.
- Experience in a recruitment or HR role is beneficial but not required.

Teaching Methodology:

This is an intensely practical and hands-on "digital workshop." Participants will be actively sourcing and engaging with potential candidates in real-time. The methodology includes:

- **Interactive Lectures & Frameworks:** Introducing modern sourcing strategies and tools.
- **Live Sourcing Demonstrations:** Instructor conducts live searches to show techniques in action.
- **Hands-on Sourcing Labs:** The core of the course. Participants will use their own laptops to practice Boolean searches, explore platforms, and find profiles for case study roles.
- **Writing Workshops:** Collaborative sessions to draft and critique outreach messages.
- **Peer Feedback & "Source-a-thons":** Timed, competitive (but friendly) challenges to find specific types of profiles.
- **Tool Demonstrations:** Overview of sourcing tools, browser extensions, and CRMs.
- **Action Planning:** Developing personal plans to build a sourcing toolkit.

*(For **Online Delivery**, this course is naturally well-suited. It will heavily utilize screen sharing for demonstrations, breakout rooms for peer review of profiles and messages, and collaborative documents for building search strings.)*

Materials Provided:

- Comprehensive digital or printed workbook with key strategies, Boolean operators, outreach templates, and tool recommendations.
- A "Sourcing Toolkit" with checklists for creating a sourcing plan and a list of useful browser extensions.
- Detailed case study "job requisitions" for practice.
- A personal action plan template for becoming a master sourcer.
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The Sourcing Mindset & The Power of Boolean

- **Module 1: The Evolution of Sourcing: From Post-and-Pray to Proactive Hunting (Approx. 2 hours)**
  - Welcome, introductions, and course objectives.
  - Understanding the difference between Active and Passive Candidates.
  - Why a proactive sourcing strategy is essential in a competitive talent market.
  - The Sourcing Mindset: Curiosity, persistence, creativity, and a detective-like approach.
  - The Sourcing Workflow: Plan -> Identify -> Engage -> Nurture.
  - **Activity:** "My Toughest Role to Fill" – Participants share challenges to frame the week's learning.
- **Module 2: The Foundation of Sourcing: Boolean Search Mastery (Approx. 3.5 hours)**
  - The core logic of Boolean search.
  - Mastering the key operators: **AND, OR, NOT**.
  - Using parentheses ( ) for nesting complex queries.
  - Using quotation marks " " for exact phrases.
  - The power of wildcards * (asterisk).

    - **Intensive Hands-on Lab:** A series of progressively complex exercises building Boolean search strings from scratch.
- **Module 3: Strategic Sourcing Planning (Approx. 2 hours)**
    - Moving from reactive searching to a planned approach.
    - Deconstructing a job description to identify key skills, titles, and "searchable" terms.
    - Brainstorming alternative keywords and synonyms.
    - Creating a multi-channel sourcing plan for a specific role.
    - **Workshop:** Participants take a case study job description and develop a keyword map and a high-level sourcing plan.
    - **End of Day 1 Recap & Q&A.**

Day 2: Mastering LinkedIn & Advanced Search Techniques

- **Module 4: Deep Dive into LinkedIn Sourcing (Approx. 3 hours)**
    - Optimizing your own LinkedIn profile to be a "talent magnet."
    - Advanced techniques for searching on LinkedIn (Free and Recruiter Lite versions).
    - Leveraging filters effectively (keywords, titles, locations, companies, schools).
    - Searching within LinkedIn Groups and Alumni networks.
- **Module 5: X-Ray Searching with Google (Approx. 2.5 hours)**
    - What is X-Ray searching? Using Google to search within a specific website.
    - The site: operator (e.g., site:linkedin.com/in).
    - Combining site: with advanced Boolean strings to uncover profiles that LinkedIn's own search might miss.
    - X-Raying other sites like GitHub, Twitter, and professional association websites.
    - **Hands-on Lab:** "LinkedIn & Google X-Ray Challenge" – Participants are given a profile to find and must use different techniques to locate it.
- **Module 6: Finding Contact Information & Sourcing Tools (Approx. 2 hours)**
    - Ethical and effective techniques for finding email addresses and contact information.
    - Overview of useful sourcing browser extensions and tools (e.g., for contact finding, profile scraping - with an ethical discussion).
    - Introduction to the concept of a Talent CRM for managing sourced candidates.
    - **Tool Demo:** Instructor showcases 2-3 popular sourcing extensions.
    - **End of Day 2 Recap & Q&A.**

Day 3: The Art of Candidate Engagement

- **Module 7: The Psychology of Cold Outreach (Approx. 2 hours)**
    - Why most outreach messages fail.
    - Understanding the perspective of a busy, passive candidate.
    - The principles of effective outreach: Personalization, Value Proposition, and a Clear Call-to-Action.
- **Module 8: Crafting Compelling Outreach Messages (Approx. 3.5 hours)**
    - The anatomy of a great InMail or email.
    - Subject lines that get opened.
    - The power of a personalized opening line.
    - Clearly and concisely presenting the opportunity (the "What's in it for them?").

    - Ending with a low-friction call-to-action.
    - **Intensive Writing Workshop:** Participants draft and receive peer feedback on multiple outreach messages for different roles and candidate profiles.
- **Module 9: Follow-Up Strategies & Nurturing a "No" (Approx. 2 hours)**
    - The importance of persistent, polite follow-up.
    - Developing a multi-touch follow-up cadence.
    - How to gracefully handle a "no" or no response and keep the door open for the future.
    - Transitioning a "not interested now" candidate into your long-term talent pipeline.
    - **End of Day 3 Recap & Q&A.**

Day 4: Building Your Employer Brand & Talent Pipelines

- **Module 10: Sourcing Beyond LinkedIn (Approx. 3 hours)**
    - Identifying and leveraging niche job boards and communities.
    - Sourcing from technical platforms (e.g., GitHub, Stack Overflow).
    - Sourcing from creative platforms (e.g., Behance, Dribbble).
    - Using Twitter and other social media for talent identification.
    - Tapping into university and professional association databases.
    - **Workshop:** "Niche Sourcing" – Participants are given a specialized role and must research and identify the best non-LinkedIn places to find that talent.
- **Module 11: Employer Branding for Talent Attraction (Approx. 2.5 hours)**
    - What is an employer brand?
    - The sourcer's/recruiter's role in conveying the employer brand.
    - Using content (blogs, videos, testimonials) to attract candidates.
    - Leveraging your company's career page and social media presence.
    - Encouraging and utilizing employee stories and advocacy.
- **Module 12: Building & Nurturing Talent Pipelines (Approx. 2 hours)**
    - Shifting from "just-in-time" recruiting to building a long-term talent pool.
    - Techniques for keeping passive candidates "warm" (e.g., newsletters, relevant articles, check-ins).
    - Creating talent communities or pipelines in your ATS or CRM.
    - Measuring the health of your talent pipeline.
    - **End of Day 4 Recap & Q&A.**

Day 5: Metrics, Continuous Improvement & Capstone

- **Module 13: Sourcing Metrics & Analytics (Approx. 2.5 hours)**
    - Key metrics to track your sourcing effectiveness:
        - Response Rates.
        - Source of Hire.
        - Pipeline Conversion Rates (Sourced -> Screened -> Interviewed -> Hired).
        - Time to Source.
    - Using data to understand which channels and messages are most effective.
    - A/B testing your outreach messages.
- **Module 14: Capstone: The "Purple Squirrel" Sourcing Challenge (Approx. 3.5 hours)**

- **Final Simulation:** Participants are given a very challenging, "purple squirrel" job requisition.
- Working in teams, they must:

1. Create a full strategic sourcing plan.
2. Develop the Boolean search strings.
3. Identify 3-5 potential candidates online.
4. Draft a personalized outreach message for one of them.

- Teams present their strategy and findings to the group.

- **Module 15: Your Personal Sourcing Action Plan (Approx. 1 hour)**
  - **Action Planning Workshop:** Participants reflect on their key learnings.
  - They create a personal action plan to:

0. Master a new sourcing technique.
1. Build a talent pipeline for a key role.
2. Refine their outreach templates.

- **Module 16: Course Review & Commitment to Proactive Sourcing (Approx. 0.5 hours)**
  - Review of key sourcing strategies and tools.
  - Open forum for final questions.
  - Course evaluation and closing.