



PT WORK Force

Start Building Your Candidate Pool Early

We all know that finding the best and brightest job candidates takes time. In her [recent article](#) on recruiting successful employees, human resources author, Susan M. Heathfield, calls for employers to invest more time in creating a candidate pool early. She says, far too often employers wait until they have found themselves unexpectedly hiring for an integral position in a time of need. Don't wait and don't settle for poor performers. Here are some ways you can begin to increase your network of potential future employees:

- Develop relationships with university placement offices and recruiters. This way they will keep your company in the front of their mind.
- Search and connect with potential candidates on LinkedIn, you never know when opportunity will knock.
- Ask your employees for candidate suggestions. This will boost employee morale while increasing your network.
- Work on promoting your company brand as a great place to work. (Hint: employee word of mouth is gold! Are your employees happy?)

Action Step:

Connect. Connect. Connect. You may not be hiring right now and they may not be looking, but if you connect now, a few years down the road you may find yourselves needing one another and they might just be the perfect fit!

