

Ten Actions to Build Your Talent Pipeline in the Next 30 Days

What's a talent pipeline? While you might not be looking to fill an open position today, odds are you will soon—if only because of growth and expansion or replacing retiring employees. With a talent pipeline, you have a network of potential new hires so you're ahead of the game when you are in recruitment mode.

In addition to the networking you do informally (think talking to someone at your child's baseball game), there are actions you can take now to get the word out about your company and the skills you seek in future employees. And by starting with the youngest candidates, you'll plant the seed when they're ready to join the workforce. Below are ten actions (in no particular order) you can take now to be more successful with recruitment in the future.

1 Participate in a career fair.

Contact middle schools, high schools and technical/community colleges to find out when their next event is scheduled and make plans to attend. Learn more: ptda.org/CareerEvents

2 Give a classroom presentation.

Contact middle schools and high schools and offer to present to a class on what you do. Learn more: ptda.org/CareerEvents

3 Participate in Manufacturing Day.

(Friday, October 4 in 2019) or hold an open house. People are curious—let them see what you do. Learn more: ptda.org/MfgDay

4 Find the school placement office.

Make a connection at the placement offices of college, community college and technical schools. When you have an opening, place it on the school's job board.

5 Establish employee ambassadors.

Equip your employees with what they need to be ambassadors for your company. Help them easily explain what they do based on who they are talking to so they can also help build your talent pipeline. See sample conversation starters at ptda.org/conversation

6 Support budding tech experts.

Offer time, money or parts to the local team for FIRST Robotics (firstinspires.org/team-event-search) or SkillsUSA (skillsusa.org) or other STEM program. Provide these budding tech experts with what they need and get your company name out there.

7 Champion education.

Provide a scholarship to a technical school and let the school choose the recipient.

8 Get involved.

Sponsor a booth, make a food donation or provide a prize for a civic group or charity holding an event in your area. Contact them and offer anything that will get your company name on a sign, a T-shirt or a giveaway during the event.

9 Join the Chamber.

Join a local business group or Chamber of Commerce. Odds are you'll be recruiting within your local community. Get to know the other business people in your community and learn how they are finding good employees. Someone that doesn't fit their culture could be a perfect fit for yours.

10 Tell your story.

Have an employee video other employees on why they like working at your company AND make sure you post it on your website. ■

