

The Talent Sourcing & Recruitment Handbook

By Shally Steckerl

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Comprehensive and up-to-date, this valuable resource offers tested trade secrets for finding talented workers online. Covering all the latest trends, tools, tips, and tricks, focus is placed on practical applications that improve the acquisition, onboarding, and management of employees—sourcing them better, smarter, faster, and cheaper than the competition. From outreach through social media to specialized Google commands, this authoritative handbook is a dynamic weapon for recruiters, professionals, and sourcing specialists wishing to compete in the global marketplace.

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Editorial Review

Review
It has been my priviledge to work closely with Shally. The depth of knowledge I was exposed to had me treading water very quickly, but Shally was always happy to extend a lifeline to keep me afloat. Quite simply Shally is a true expert in his field. Fortunately for us he is willing to share his experiences. -Simon Townsend, Manager Innovation at Deloitte Australia

"[Shally Steckerl] opened doors in sourcing and talent acquisition that I didn't know existed. He is an expert in this field and his knowledge of sourcing and e-cruitng are renowned." —Jamie Rich, eCruiter, Cisco

"[Shally Steckerl] is by far the most spectacular sourcer I've ever met. He has ways of finding people that would even impress the CIA. Truly a guru in sourcing!" —Deborah Rousseau, Lead Recruiter, Google

From the Author
Shally Steckerl is a globally recognized recruiting thought leader and pioneer in sourcing, recruitment research, and recruitment marketing. He has helped build sourcing organizations and models for over 250 top employers worldwide including many Fortune 500 companies such as Google, Microsoft, Wal-Mart, Dell, Coca-Cola Enterprises, Disney, and Cisco Systems. He is a Founding Member and Chief CyberSleuth of 4SCT where he also acts as Principal Consultant, advising top recruitment brass how to successfully embed key sourcing initiatives into their current efforts, improve the performance of existing sourcing teams, and establish sourcing functions from the ground up. An accomplished author and speaker, Steckerl is a frequent contributor to many industry forums and headliner at leading international recruiting conferences. Steckerl holds dual degrees from Rochester Institute of Technology and teaches as an Associate Adjunct Professor at Temple University Fox School of Business. Steckerl is originally from Colombia, South America, and currently resides in Atlanta, Georgia, with his family. For more information on Steckerl please visit 4sct.com. Connect with Steckerl via his LinkedIn page (linkedin.com/in/shally) or follow him on Twitter (@Shally).

From the Inside Flap
How To Use This Book

This book will be invaluable and of continuous use throughout your career if each time you pick it up you select one idea and practice until it becomes instinctive. Even something that may appear trivial when mastered will exponentially increase your efficiency.
Psychologist Anders Ericsson put forward the idea that practicing something for 10,000 hours is what it takes to make you an expert. Working 40 hours a week with two weeks off you would work for approximately 2,000 hours a year. According to the "10,000-Hour Rule" you would be an expert after sourcing and recruiting for five years. Yet, I have spent over 40,000 hours learning, practicing and developing what is in this book, and to this day I continue to discover new ways to apply it and hone my trade craft. I encourage you to do the same.
To facilitate your discovery, this book is organized into the following parts:
Part I - Define: The book begins with an introduction to sourcing and recruitment, including definitions of the various roles and components. Much more than an overview, this chapter explores organizational models, explains the workflow and makes strategic recommendations on building the function.
Part II - Find: The largest component of this book is a comprehensive examination of talent identification

techniques, paying particular attention to the dominion of Internet search for passive candidates. Numerous methodologies are illustrated along with cutting-edge search techniques like natural language, peer regression, referral sourcing and social recruiting. A journey around the world explores how these techniques apply to International recruiting.

Part III - Attract & Engage: Following identification are attraction and engagement. From their initial impression of your employment brand to your advertisement and social media, the third part of this book treats all areas of candidate contact. Much of the commentary within these chapters draws upon established marketing principles, yet the topics discussed completely envelop recruiting and incorporate current technology. Careful instructions, explanations and examples are supplied to alleviate your concerns or fears around professional interpersonal communication with strangers, bringing a distinctive personal touch to your recruiting process.

Part IV - Achieve: Once you have practiced the principles and techniques discussed in the previous three chapters it is appropriate to step back and review your progress. At the same time, it is important to look forward so you know what changes lie ahead. The chapters contained in this Part IV will help you look backwards and forwards by addressing performance assessment, the good habits of effective recruiters, and the future of recruiting technology. A brief look at privacy issues in the digital age is also presented. By reading this material, the wheels in your head should spin and direct your eyes forward.

Users Review

From reader reviews:

James Vazquez:

This book untitled The Talent Sourcing & Recruitment Handbook to be one of several books which best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit upon it. You will easily to buy that book in the book shop or you can order it via online. The publisher on this book sells the e-book too. It makes you easier to read this book, as you can read this book in your Smart phone. So there is no reason for you to past this e-book from your list.

Paul Henson:

Often the book The Talent Sourcing & Recruitment Handbook has a lot details on it. So when you read this book you can get a lot of benefit. The book was compiled by the very famous author. Tom makes some research before write this book. This specific book very easy to read you will get the point easily after scanning this book.

Marie Walsh:

This The Talent Sourcing & Recruitment Handbook is great guide for you because the content that is certainly full of information for you who always deal with world and get to make decision every minute. That book reveal it data accurately using great manage word or we can declare no rambling sentences included. So if you are read that hurriedly you can have whole info in it. Doesn't mean it only gives you straight forward sentences but tricky core information with splendid delivering sentences. Having The Talent Sourcing & Recruitment Handbook in your hand like obtaining the world in your arm, data in it is not ridiculous 1. We can say that no e-book that offer you world inside ten or fifteen moment right but this reserve already do that. So , it is good reading book. Hey there Mr. and Mrs. occupied do you still doubt in

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Janice Leon:

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