



## Guide to: sourcing great candidates.

Finding the right job candidate can be like finding a needle in a haystack. According to recruiting software company Lever, **52 percent of people who apply to a job are under-qualified, and 47 percent of companies report few or no qualified applications for the positions they are trying to fill.** While job posting boards are a great first step, you should use a variety of approaches to attract the attention of not only those actively searching, but currently employed prospects who might be ready for a change.

### Innovative approaches to attracting candidates:

**Utilize your team.** Your current employees are a great link to potential job recruits. They already have a network of people that could make perfect additions to your agency. Sites like JobShakers can help manage your employee referral program and even make recommending a candidate fun!

**Promote on social media.** LinkedIn, Facebook, and Twitter can help you get the word out about an open position. Consider boosting the post. This allows you to not only amplify the message but put the post in front of an audience who would have the most interest – such as those with a passion for insurance.

**Host an open house.** Open your agency up to the community and encourage those searching for a job or who just want to learn more about your business to attend. This gives them a chance to get to know you, and your culture. Even if the people you meet are not actively searching, you can start building relationships.

**Advertise at community events.** Independent agencies are active in their communities and you often take part in local events. Use these gatherings as opportunities to let those in your area know you have positions available.

**Don't forget about diversity.** For some agencies, especially in smaller towns, finding diverse hires can be difficult. Job boards such as Diversity Working and Recruit Disability allow you to specifically target a diverse demographic. In your job description and website, also be sure to highlight your commitment to diverse candidates.



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