

## **SOURCING**

### **Recruitment goes active**

Sourcing refers to a modern, proactive approach to talent acquisition. Companies actively seek out qualified professionals—often before they start looking for jobs themselves. Specialized recruiters, known as sourcers, identify promising candidates and reach out directly. Their aim may be to fill current openings or build networks for future roles. Unlike traditional job ads that rely on incoming applications, this method puts recruiters in the driver's seat. Sourcing shares similarities with headhunting, though it's often organized in-house.

### **How to get found**

Sourcing emerged as a response to the growing shortage of skilled professionals. Social networks—especially LinkedIn—have become essential sourcing tools. Those without a visible online profile risk missing out. Sourcers also attend conferences and industry events to connect personally. For job seekers, this means: maintaining an up-to-date online presence is vital. Many professionals network strategically long before they're actively seeking a role. After all, the best opportunities rarely arise exactly when you're ready. Visibility and personal branding have become key to career development.