

SOURCING

Attractive roles are rarely available exactly when you are ready for the next step. Those who still want to be found need to be visible – before they start looking.

Sourcing describes a proactive approach to talent acquisition. Companies actively search for suitable professionals and managers – long before they begin looking for a new role themselves. Specialised recruiters, known as sourcers, identify talent and reach out directly – either for a specific vacancy or to build networks for future opportunities. Sourcing differs clearly from traditional job postings: instead of waiting for applications, organisations actively go to the market. In some ways, it resembles headhunting – except that it is often organised in-house.

Sourcing emerged as a response to skills shortages. Social networks – above all LinkedIn – are now the key tools for sourcers. Those who are not visible there miss opportunities. Industry conferences and professional events are also popular channels for approaching top talent.

For job seekers, this means: a well-maintained LinkedIn profile is not a nice-to-have. It is the foundation for personal branding and active career management – even without actively searching.

Articles on sourcing (all articles)

- Job search? Think like a headhunter!
- Applying and recruiting work like investing