

COLOFF  DIGITAL

Valuable Passive Job Seekers

# Available Job Candidate Pool



<https://media.giphy.com/media/7SId8p8T9WBI6YDnqt/giphy.gif>



# Passive Job Candidates

Passive candidates are those people who are not actively seeking out a new job. These candidates are typically content in their current job role. This means they are likely a valued employee who is making solid contributions to the team.

## def·in·ition



### Active

**Active candidates are those answering job ads, sending resumes to hiring managers and reaching out to their professional networks.**

**63 million**

active candidates in the U.S.

**VS**

### Passive

**Passive candidates are qualified workers who likely fit the needs of your company but are not actively pursuing a new job opportunity.**

**190 million**

passive candidates in the U.S.



<https://www.hirevelocity.com/the-pursuit-of-passive-candidates-infographic/>



# Why Are Passive Job Candidates Valuable?



**85%**

EMPLOYED PEOPLE *WOULD*  
CONSIDER A *JOB CHANGE*  
IF THE RIGHT OFFER  
CAME ALONG

LinkedIn Talent Survey 2017



# Where Are Passive Job Candidates? --- EVERYWHERE!

## They could be...

- Under-employed/Under-educated
- Not fulfilled in current position
- Needing assistance, like education
- Looking for a new challenge, wanting skills update



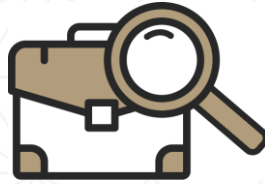
### ***FUN FACT***

**10% of candidates  
received a job offer last  
year without looking.**

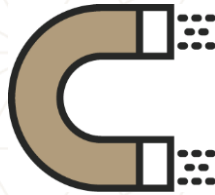
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# When is the best opportunity to connect with a passive job candidate?



Not actively looking



Attract attention when least expect it & through passive channels



Create doubt in current job situation present a solution for a better opportunity



# How Do I Gain Attention of a Passive Job Candidate?

- Social Media   
  - Ask for referrals from other hiring decision-makers - SHRM
  - Getting employees involved as recruitment specialists
  - Being active community members
  - Promote company mission & brand
- 24/7/365**



# Build a Relationship with a Passive Job Candidate



- Start a conversation
- Keep in touch
- Ask for referrals
- Be a valued resource
- Quick to Respond



# Thank you!

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Do you have any questions?

