



## Sourcing as a Recruiting Strategy

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Panel Facilitator  
**Robin Mee**  
 President  
 Mee Derby & Co.



### Panelists



**Matt Milano**  
 President  
 Motion Recruitment Partners



**Dan Turner**  
 Vice President, Global Talent Solutions  
 Kelly Services

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## Introducing

Robin Mee, President, Mee Derby

Dan Turner, Vice President, Global Talent Solutions, Kelly Services

Matt Milano, President, Motion Recruitment Partners

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## Definitions

### Sourcing (Wikipedia)

Sourcing is a [talent acquisition](#) discipline which is focused on the identification, assessment and engagement of [skilled worker candidates](#) through [proactive recruiting](#) techniques. Professionals specializing in sourcing are known primarily as Sourcers; but also Internet Recruiters, Recruiting Researchers or Talent Scouts.

### Recruiter (Business Dictionary.com)

An individual who works to fill job openings in businesses or organizations. Recruiters will work from resumes or by actively soliciting individuals qualified for positions. A recruiter's job includes reviewing candidate's job experiences, negotiating salaries, and placing candidates in agreeable employment positions. Recruiters typically receive a fee from the hiring employers.

### Offshore outsourcing (Wikipedia)

Offshore outsourcing is the practice of hiring an external organization to perform some business functions ("Outsourcing") in a country other than the one where the products or services are actually developed or manufactured.

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## More Definitions

### Onshore Outsourcing (Wikipedia)

Onshore outsourcing (also called domestic outsourcing) is the obtaining of services from someone outside a company but within the same country. Also see offshore outsourcing, the obtaining of services from people or companies outside the country.

### Nearshore (Wikipedia)

Nearshore outsourcing is the practice of getting work done or services performed by people in neighboring countries rather than in your own country. Many companies in the United States, for example, outsource work to Canada and Mexico.

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Dan Turner  
Kelly Services  
Vice President,  
Global Talent  
Solutions –  
Sourcing &  
Recruiting

Who I am

My organization

How I came to the point of using sourcing

How that evolved over time

What does that look like today

Manage it, KPIs, best practices

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**KELLY SERVICES**

**Kelly by the numbers**

The Kelly Services story began in 1946, when William Russell Kelly founded the modern temporary staffing industry. Today you can advance your business goals through a full continuum of Kelly workforce solutions, distinguished by a legacy of sustained innovation.

**\$5.4 billion revenue in 2017**

**We work with 95%+ Fortune 100 companies**

**Customer Net Promoter Score**

3.4% (Services) vs -5% (9% for SA business Kelly)

**Global scope. Local focus.**

- Global and Regional Headquarters: AMER (Troy, MICHIGAN), EMEA (Munich, SWITZERLAND), APAC (SINGAPORE)
- 3,500 employees worldwide
- Robust global network of company-owned and -operated offices
- 8,000+ suppliers to our global network with coverage in more than 180 countries

Based on management data in the US including Public Staff and Specialty Services, 2017 Staffing Revenue & End User Staffing Revenue & end users, 1st 3Q 2017

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**Centralized Recruiting Capabilities**

**SCALE:**  
Global Reach: 450 Recruiting Specialists  
24/5-24/7

**40,000+ Annual Placements**

REPLACE AN EMPLOYEE EVEN...

- 14,500+ employees
- 100+ industries
- 100+ countries
- 100+ languages
- 100+ currencies
- 100+ time zones
- 100+ currencies
- 100+ currencies

**RECRUITING SPECIALIST**  
Experiment professionals who specialize by discipline.

**Fill Rates**

- VERTICAL FOCUS:** IT, Finance & Business Services, Manufacturing & Distribution, Life Sciences & Pharmaceuticals, Retail & Consumer Goods
- DEVELOPMENT AND ENGAGEMENT:** Compensation new hire, training, advanced search, training and leadership development, program management, work-based learning, employee
- UNMATCHED SCALABILITY:** 15m+ candidate engagement supported by a strategic network of talent cloud partners.

**95%** (Vertical Focus), **16%** (Unmatched Scalability), **5%** (Development and Engagement)

**3x** In a highly competitive market, we provide an average of 3x more candidates per role than the industry average.

**KELLY**

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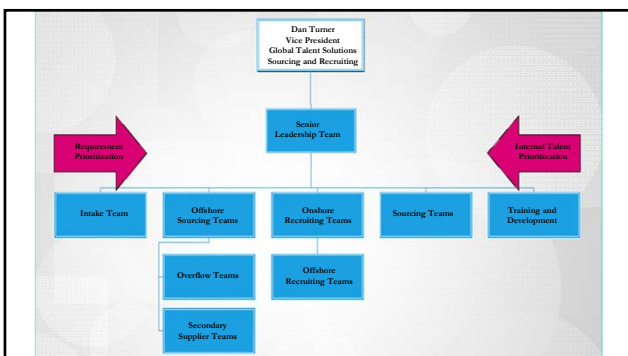
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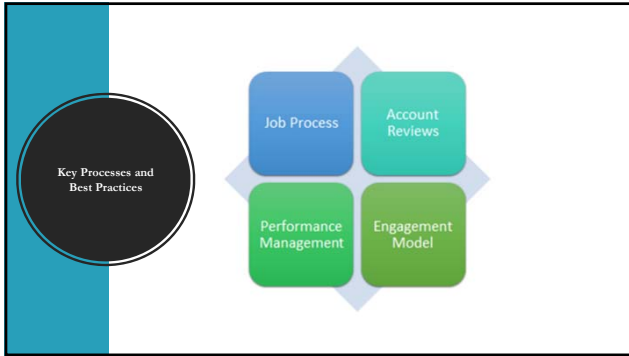
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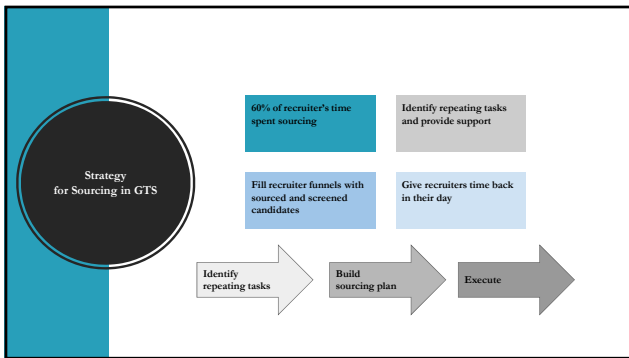
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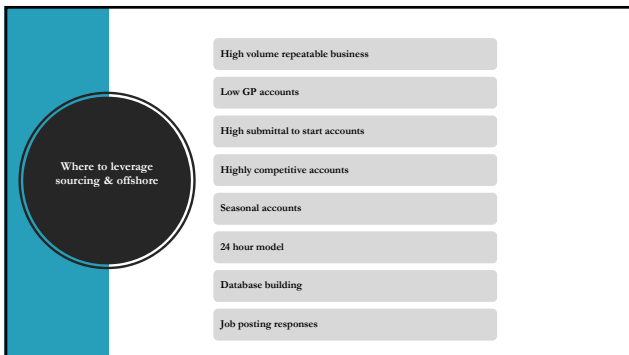
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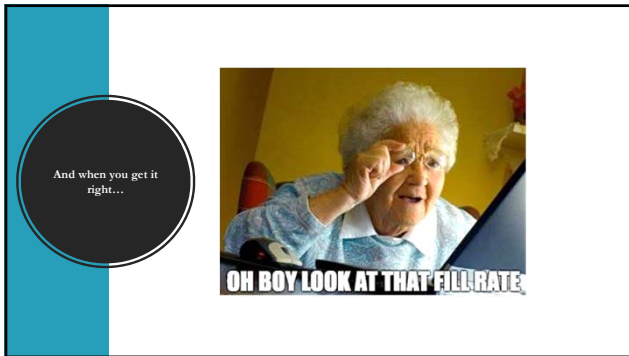
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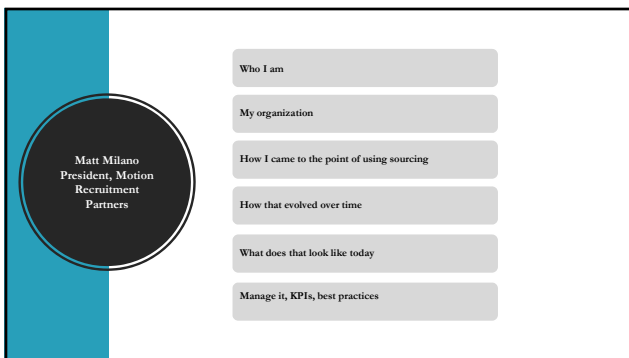
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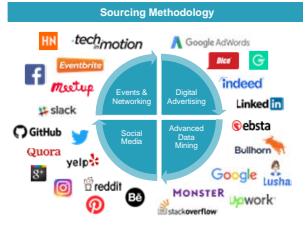
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# Superior Sourcing

Highly integrated process:

- Proven advertising, posting and SEO strategies
- Advanced data-mining of active AND passive job seekers
- Social media engagement and ongoing talent pipelining
- Targeted tech events brand us as industry "insider"



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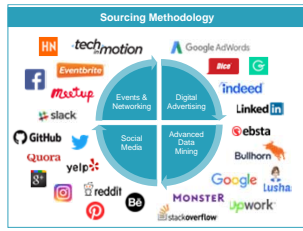
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# Superior Sourcing

Multiple layers of staff focused on specialized sourcing:

- Localized Sourcing proactively identify, engage, and manage relationships with talent
- Centralized Delivery Team service key accounts with high volume, critical needs and/or expanded markets
- Field Recruiters direct source for local jobs



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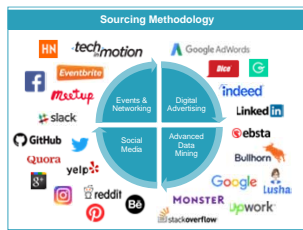
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# Superior Sourcing

- Proprietary training ensures comprehensive mastery of sourcing model
  - 32 courses on sourcing techniques and candidate management
- KPIs tracked weekly
  - Candidate leads
  - Connects
  - Prescreens
  - Candidate Internal Interviews
  - Client Submissions
  - Client Interviews



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## Discussion

How can a company determine if a sourcing strategy is right for them?

What are the steps to building a sourcing strategy?

What are key best practices to managing sourcers, and recruiters? What metrics do you recommend for success?

Benefits of onshore vs offshore?

Let's look into the crystal ball - How will sourcing and recruiting be different 1 year from now? 5 years?

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## Audience Questions

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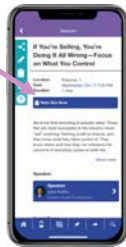
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 American Staffing Association

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