



Rev1 Entrepreneur Toolkit: TEAM

How to Define a Sourcing Strategy for a Single Role

This tool is from the Attracting and Hiring Talent series of the Rev1 startup studio’s Customer Learning Lab. Before you use the tool, read these Toolkit articles: [The Importance of Good Role Descriptions](#)

This guide will help you define an appropriate sourcing strategy for each different role that your company is hiring to fill.

Use the role description(s) that you created for the open position with the [Crafting Compelling Role Descriptions](#) tool.

Step One: Identify the networks that your ideal candidate likely belongs to.

- People tend to associate with others like them.
- Identify the rock stars in **your own personal and professional network(s)** and start there. You are more likely to be referred to candidates who share your values and sense of purpose.
- Ask the rock stars to broadcast the role you are trying to fill to their networks as well.
- Attend relevant networking events such as industry-specific meetups, association events, etc.
- Expand the list of networks to those that are more diverse and that are part of communities that you may not connect with day-to-day.
- Be mindful to seek out a diverse array of people. Diverse companies perform better financially. Diversity begets diversity, and you don’t want to end up with a company that looks, behaves, and thinks just like you.

<p>List the right human connections for this role.</p>	<ul style="list-style-type: none"> • Named individuals • Companies with similar roles • College/university programs with desired training or degrees • Others?
<p>List relevant associations / networking events.</p>	<ul style="list-style-type: none"> • Professional • Scholastic • Community • Diversity • Others?



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Step Two: Identify the digital tools that are likely to connect with or attract the ideal candidate.

- **LinkedIn** - LinkedIn is the best place to start. Search for the specific skill you're looking for (marketing, finance, programming, accounting, etc.) and then drill down.
 - Develop a list of 10 companies whose work you admire and whose culture/values are similar to your own.
 - Identify the appropriate team members on those 10 companies' sites.
 - View their LinkedIn profile to find mutual connections.
 - Pay attention to the "People Also Viewed" sidebar on the bottom right of the LinkedIn page. This will pull in people with similar skills and backgrounds.
 - Perform an advanced search, including filters for location, connections, and keywords that link to other required skills.
 - Filter by first and second connections. Likely there will be someone in your own network who can introduce you to a second connection.
 - Reminder: The more connections you develop in your own LinkedIn, the more connections available when you are searching for the perfect candidate.
- **Company Web Site** - Create a page for posting job descriptions and keep it current.
- **Jobs Boards** - With a compelling role description, jobs boards offer an easy and economical path to identifying candidates, especially if the jobs board is specific to your industry, geography, or required skills.
 - [The Rev1 Jobs Board](#) can either link to the posting on your website or host the posting on the Rev1 Job Board.
 - [AngelList](#) is the perfect place to post startup jobs.
- **Indeed and Monster** - These are widely publicized but can produce quantity over quality. They may not be the right resources for every role.