



The Pursuit of Passive Candidates



When it comes to recruiting, companies often look to candidates who are actively applying to open opportunities. But what about those candidates who aren't? Enter the passive candidate.

definition

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.

90%

of candidates employed within the last year took action to find a job six months before being hired

58%

of adults look at jobs at least every month

10%

of candidates employed within the last year received a job offer without looking

Know the Talent Pool Characteristics

Active

Apply to open jobs and post resume online

Rely more on established sources

Research job openings through similar sources

Value ongoing communication regarding their applications

Passive

Prefer emails or LinkedIn messages followed by phone calls

Rely more on their own network and personal contacts

Candidate Engagement Strategies for Success

Active

Passive



Effective website content, such as employee videos and pictures encourage candidates to apply



You face competition from other companies where the candidates applied, so review your entire benefits package and be prepared to sweeten the offer



Develop performance-driven job descriptions



Don't just sell the job, sell the conversation



Employee testimonials are a key element candidates look for

Top 3 Reasons Candidates are Attracted to a New Job

77%

Good compensation

54%

Flexible hours

51%

Good location

32% of passive candidates expect a salary increase of more than 15% for a new job in the same city

Sources: HRO Today, LinkedIn, Indeed, Forbes

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