

Activity and Focus		Tools/Templates
Breakfast and Introductions	8:30-9:15	
Strategy: Measure Twice, Source Once <ul style="list-style-type: none"> • Prepare, set expectations and build credibility • Size the market and develop target candidate profile • Develop sourcing strategy using the Input/output model 	9:15-10:15	<input type="checkbox"/> Strategy meeting Intake/target candidate profile <input type="checkbox"/> Labor research resources <input type="checkbox"/> Sourcing plan <input type="checkbox"/> Internal communication templates <input type="checkbox"/> Sourcing strategy decision tree
Break	10:15-10:30	
Getting the Most from “Low Hanging Fruit” <ul style="list-style-type: none"> • Find gold among people you know, active applicants and internal resources • Post jobs for results • Automate, manage and track results 	10:30-11:15	<input type="checkbox"/> Sourcing Checklist <input type="checkbox"/> Job Board Directories <input type="checkbox"/> Job Posting Worksheet <input type="checkbox"/> All-purpose candidate generation tracking spreadsheet
Casting the Net for Passive Candidates <ul style="list-style-type: none"> • Target companies, then people • Find passive/inactive candidates on the internet • Refine your search strings • Track down contact info 	11:15 -12:00	<input type="checkbox"/> Boolean search 1-pager <input type="checkbox"/> Sample pre-built searches, synonym examples <input type="checkbox"/> List of company research resources <input type="checkbox"/> Diversity sourcing resources
Working Lunch (Practice while you eat)	12:00-1:00	
Passive candidate recruiting (continued) <ul style="list-style-type: none"> • Communicate effectively with passive leads • Build a network over time • Working the phones 	1:00 – 1:30	<input type="checkbox"/> Passive candidate email templates <input type="checkbox"/> Passive candidate phone scripts <input type="checkbox"/> Email marketing guidelines
The Wild West: Sourcing Candidates in a Web 2.0 World <ul style="list-style-type: none"> • Invest in social media for long-term results • Finding passive candidates on Twitter, Facebook and Blogs • Social recruiting trends and hidden gems • The Toolbox: Social media productivity tools 	1:30-3:00	<input type="checkbox"/> List of social media productivity apps <input type="checkbox"/> Social recruiting best practices <input type="checkbox"/> Editorial Calendar template
Break	3:00-3:15	
Mastering your Time <ul style="list-style-type: none"> • Set goals and budget your time • The Toolbox: 10 productivity tools that will change your life 	3:15-4:00	<input type="checkbox"/> List of Internet productivity tools <input type="checkbox"/> Learning resources for sourcers
“Quickfire” Q&A <ul style="list-style-type: none"> • Real-time answers and suggestions for your sourcing challenges 	4:00-4:45	
Wrap Up & Evaluations	4:45-5:00	