Richard Hutchinson Transcript

Interviewer: Hello, Richard. Welcome to the ClickIQ Academy. Thanks for taking part.

Richard: No problem. Thank you.

Interviewer: What does a modern sourcing function look like?

Richard: I feel like it's changing a little bit. I feel like there's still a massive need for a sourcing function to be focused on finding those candidates that are really difficult to find. Having those skills that unearth the candidates that don't want to be found, and not just finding the candidates that can be easily found in CV databases, et cetera. I think there's still a massive part of the sourcing world, is about having those wizardry skills that does the stuff that recruiters haven't got time to do, and looks in the places that typically, other recruiters aren't looking to find those gems of a candidate.

I think the other part for me is really about how it's moving into being really focused on how we engage our candidates, and building relationships with our candidates. Rather than being a source, I see them as engagement specialists. Actually, I see them as being two parts in terms of what they're looking to do. First part is obviously finding candidates. I actually think the finding of candidates is becoming easier, and I think technology is now playing a part, which means that the actual finding of the candidates that are easy to find can be done through technology and automation.

Actually, the time is spent in understanding a candidate's behaviors, motivations, aspirations to be able to develop a really good conversation, that then converts them into the application process. I think that's the case for both a live active vacancy that we're working on in a reactive way. I think as we also develop our talent pipeline strategies for the future, it's about building those talent communities, and therefore building relationships, not just for now, but the long term.

I see a ton of engagement specialists actually spending time nurturing their candidates. Again, you can use some technology to do that, but I think there's nothing better than the relationship between a soucer and a candidate to really build a long-term relationship. It means that we can find the right candidates at the right time, but also then ensure that we can convert them into the process as quickly as possible, if that makes sense.

Interviewer: Okay, that makes absolute sense. It's that kind of divide between the science, which the tech can handle and the art, which is still very much the role of the engagement consultant?

Richard: Yes. I think tech can handle most of the science. I think there's still a need for real expert sourcing on the stuff that maybe the tech can't find, that maybe isn't found in the platforms that you would expect the tech to be able to easily unearth candidates, if that makes sense. I still expect the sourcer to be able to apply some of their own methodology in finding candidates over and above some of the technology enhancements that we have.

I see where you've got complex vacancies, actually, perhaps the technology doesn't support that, and that's where you need your real deep expert sources to go and unearth those

candidates. Allow the technology to find the majority of the requirements that we're looking for on a day-to-day basis. What are those deep expert sources doing that's different from what the technology platform can do? What some of the sources are looking at.

Richard: I think it's where they're going in terms of the places that they're looking at. I also think they're not just sitting at their desk, I think they're actually out and about, and they're engaging in communities. They go into events, they're actually networking with talent and enabling that to stir a relationship that breeds into a long-term conversation between the two, that will hopefully, eventually lead to a result in terms of placing them into somebody in the future.

Interviewer: Then always looking for that quick win. It's about visibility, being out there, being seen to take part in the community and actually add value to it.

Richard: Absolutely.

Interviewer: When the time is to press the button and gun, there's people that are ready to engage.

Richard: Exactly. I think being able to demonstrate credibility in this space, being able to have a conversation with a candidate that demonstrates they understand the market that they're engaging in. That means that that candidate actually wants to continue that relationship rather than pushing them away as a recruiter that doesn't really understand their environment. Actually living and breathing in their space, being able to talk their language, and being able to actually convert that from a, "We're just having a conversation into let's have a relationship that will enable both of us to benefit in the future."

Interviewer: Excellent. Thanks, Richard. Appreciated.

Richard: No problem.

Interviewer: Cheers.