

# Attracting & Employing

## Highly Qualified Passive Candidates

Trovato Group has the methodology, practices and network to define, identify and acquire professional talent to meet your staffing need that are not accessible through traditional recruiting approaches. We source “**passive**” candidates that assure you of considering the “**most qualified**” professional rather than the “**most available**” candidate. We only present professional for your consideration who have the experience and previous accomplishments that will enable them to make an immediate and ongoing impact within your organization.

We utilize a unique candidate relationship sourcing approach that significantly increases the probability of a long term placement. We do not randomly present jobs to industry professionals. We take the time to understand their professional experience, skills, abilities, professional goals and finally their personal attributes and desired work culture. Once we understand the technical skill, professional goals, and personal attributes then we match those to the client requirements and culture to pre-qualify a candidate as a potential candidate for an opening. At that time we discuss the opportunity and present the candidate for consideration. We are not a resume mill, we present only highly qualified candidates that meet or exceed your requirements.

### **Understanding Passive vs. Active Candidates**

It is important to understand the differences between a passive candidate and an active candidate to effectively attract and employ them. We have outlined the critical differences in the summary below and can provide a more detail review of passive candidate recruiting upon request.

Here are the Basics for Understanding Passive Candidates:

### **What is a Passive Candidate**

- Passive candidates are happily employed and do not need to make change
- Passive candidates are open to new career opportunities that will be of benefit to them professionally and personally but must be sold on the opportunity.
- Passive candidates evaluation of career opportunities is not the same as active candidates
- Passive candidate consider and pursue opportunities differently

## **Attracting Passive Candidates**

- Rarely, if ever will you attract a passive candidate from an ad or job posting
- The motivation for change of the passive candidate is developed by aligning the professional interests, attributes and cultural desires of the candidate with what is offered within the organization.
- Attracting the passive candidate requires an investment of time and effort on the part of the hiring manager.
- To hire passive candidates you need to rethink every aspect of the selection process
- This is more of a courting than traditional recruiting process

## **The Process**

- The Company hiring process must be altered to suit the situation
- The hiring company creates the motivation for change. A passive candidate does not come to you with the same motivation as an active candidate
- A relationship needs to be developed with passive candidate while presenting the career opportunity and determining their professional qualifications through discussion rather than interrogation.
- Offer of employment must be delivered and tailored to the interest of the passive candidate based on career opportunity, corporate culture and compensation
- Slow and time consuming process will dilute the interest of the passive candidate