

# Hidden Talent Pools: Finding the gold

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# Discovering hidden talent pools prove effective while recruiting employees

Just as people come in all shapes and sizes, all companies require different demographics to staff them.

When looking to recruit new employees for your company, think about what kinds of people tend to excel in your work environment. Is there a certain demographic that does best or is most appropriate for the work your company does?

For example, Home Depot found its hidden talent pool in retired communities. Home Depot discovered that retired people are looking for part-time work and have just the work ethic the company wanted in an employee. They found most retirees have extensive knowledge of home improvement, as their generation did not call a handyman, and they also helped the company save money on health insurance since most retired people already have it.

Strategic marketing efforts to recruit a certain type of person may seem discriminatory, but it is really just smart and cost-efficient business planning. For example, college campuses are a good place to find employees. Often businesses will not give college students a chance because technically, they have no experience in the field. However, most college students tend to work harder than people with years of experience because they are new and are trying to prove their worth, and they don't demand as high of salaries.

The military offers hidden talent pools for all kinds of businesses. Exiting and retiring military personnel have many transferable skills and are looking to put them to use. The military enlists hundreds of mechanics, food preparers and medical professionals, who, because they are military-trained, will likely perform with quality and efficiency.

Another example of successful targeted recruiting efforts is a local Fortune 500 company I worked with, which had a high success rate hiring single mothers who were ready to re-enter the workforce. The mothers were eager to get out of the house and back to work and therefore, ready and willing to try hard and learn new skills. The company also offered them childcare, which was fairly inexpensive for the company but a huge help for the mothers. It was a perfect match that was highly beneficial to all parties involved.

Many talent pools go undiscovered, which causes businesses to steal the same employees from one another. Additional areas to think of when looking for new talent pools is in professional associations, alumni organizations, college campuses, social networks and even certain apartment complexes. And although all of these talent pools can contribute greatly to a variety of companies, they will not all provide a perfect fit for any company.

Before you choose what talent pool you want to recruit from, study your company's employee history. There has to be some kind of trend in its past. Once you figure out what that trend is, go for it – you will soon see that your company's efficiency will increase as well as your employee retention.

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