

THE SURGE CYCLE

SURGE RECRUITING IS UNIQUE
IT REQUIRES A SPECIALIZED APPROACH

Surge hiring differs greatly from the standard hiring cycle. The marketing to and the development of the talent pool for sourcing and recruitment requires an efficient and effective approach to timely deliver the required number of quality candidates.

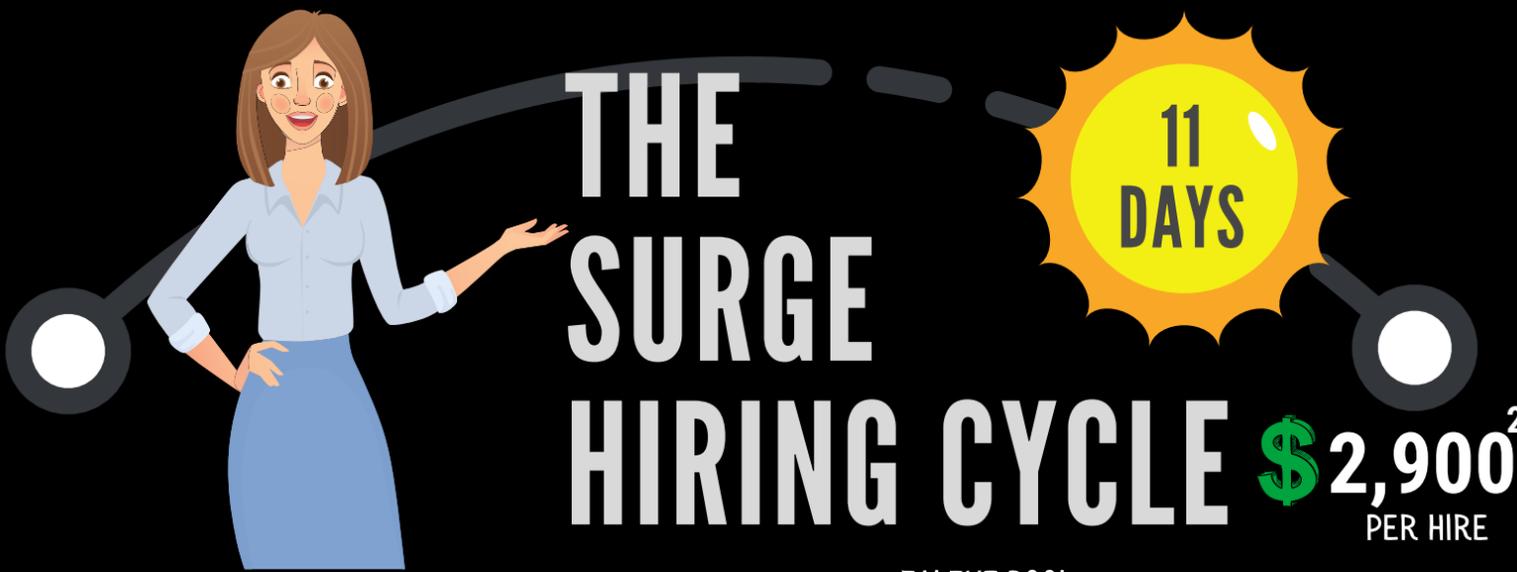


1. 2016 SHRM Human Capital Benchmarking Report

The talent marketing cycles multiple times during the sourcing and recruiting period, peaking at certain moments to distribute quality responses over a defined sourcing period.

The talent pool is slowly filled as the campaign reaches out into the market. With some lag, the pool eventually reaches a volume that delivers qualified candidates for selection.

The staffing of the recruiting team follows a traditional setup; a recruiter sources candidates and fills the talent pool. The recruiter then screens and interviews potential candidates, eventually hiring the best qualified candidate.



The marketing cycle ramps up rapidly reaching peak volume in a very short period of time. This burst addresses the active talent pool and targets newly available talent attracted by the open positions.

The investment to maintain the current talent pool pays dividends through higher response rates, essential in the realization of short cycle times and cost reduction. Additional recruiters expedite the vetting of the talent pool.

The staffing for a surge recruiting effort is a multiple of the standard recruiting cycle. The sourcers and recruiters work in sprints to move candidates quickly through the pipeline, ensuring shortened cycle times, quality results and multiple offers and hires.

2. 2020 SG2 Recruiting Case

