



# Relationships Over Reqs Recruiting Method Checklist

**Regardless of your current size, creating a recruiting environment based on relationships will have a huge impact on who your company becomes. Here are the steps you need to take to get there:**

- Start mapping top 10 candidates by their function and region.
- Set up proactive interviews—not against any particular open role—for folks both at home and when traveling to other markets/regions.
- Stay organized since this isn't ATS driven (given most folks won't have that early days). Whatever works best for you - Google Doc, etc. This is not req and headcount driven but rather relationship and skills driven so it's driven and tracked by you - not your Applicant Tracking System and Headcount approval process. Find what is easiest and what works for you to help you follow through.
- Ensure you document those conversations and feedback much like you would for any current open role. Capture your feedback right away while it's top of mind and unbiased.
- Shift behavior to outbound prospecting and pipeline building. Focus on targeted nurturing and engagement of candidates, not just open roles. This is the heart of “relationships over reqs.”
- Focus on market conditions and industry news. Always pay attention to what is happening not just in your world, but others around you, as well as what impacts the talent market. What are other employers doing? What makes people happy and productive at work?
- Make a goal of meeting one potential candidate per week—again, not for an open role—but to talk about THEIR background, THEIR experience, THEIR strengths, THEIR skills. Watch what a better interviewer and interviewee you become: how you hone and tailor your pitch on what you do and why you're doing it.