

AVIONTÉ
CONNECT

Passive to Placed

Reactivating Your Existing Talent Pool

SOURCING & ENGAGING

FRONT OFFICE

BACK OFFICE

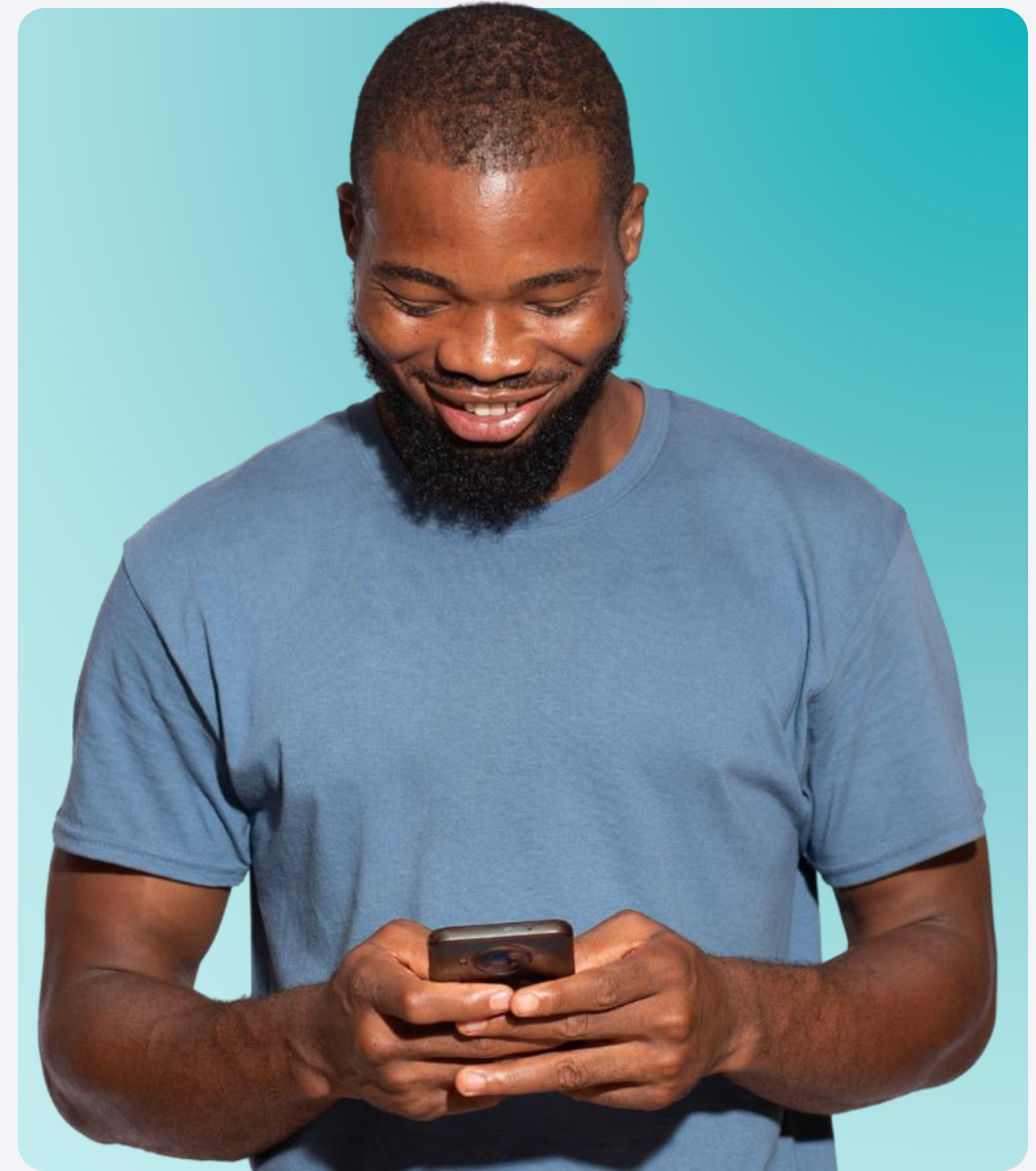
MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS



Introductions

Welcome to **CONNECT!** Thank you for joining our session.



Mattie Silverman

SENIOR PROJECT
MANAGER

IMPLEMENTATION



Erin Plummer

PROJECT MANAGER

IMPLEMENTATION

The Passive Talent Pipeline: Reactivating and Engaging your Existing Talent

Transform your existing talent base into a primary placement source by reactivating passive candidates with proven engagement strategies.

- 1 The Challenge
- 2 Current Landscape
- 3 Proven Strategies
- 4 Implementation Roadmap
- 5 Resources & Wrap-up
- 6 Q&A



Why are we here?

To learn how leading staffing firms achieve remarkable placement rates by maximizing both database mining and new candidate sourcing strategies.



BY THE END OF THE SESSION

- Deploy mass engagement tools for scalable outreach
- Organize candidates with strategic tearsheets
- Master boolean search techniques for hidden talent

Key Takeaways

- **Leverage Mass Engagement Tools** - Use advanced search to communicate with targeted candidate segments at scale while maintaining personalization.
- **Implement Strategic Tearsheets** - Create organized candidate groupings by skills and availability for quick access to relevant talent pools.
- **Master Database Search Techniques** – Use advanced boolean searches to uncover hidden talent and transferable skills in your existing database.



The Problem

Organizations are **missing critical opportunities** in talent management by focusing solely on external recruitment while neglecting their existing talent ecosystem.



Former Employees

Understand company culture and operations



Passive Candidates

Previously recruited but not placed



Previous applicants

Qualified but not selected



Warm Referral Networks

Existing candidates who can connect you to other qualified talent



What are some common approaches when trying to fill jobs?




Job boards and social media



**Referral Programs and
Incentives**



Passive talent outreach



**What are some
limitations
for immediate
placement?**



Job boards and social media

Time consuming with inconsistent results



Referral programs

May not yield qualified candidates for niche roles



Passive talent outreach

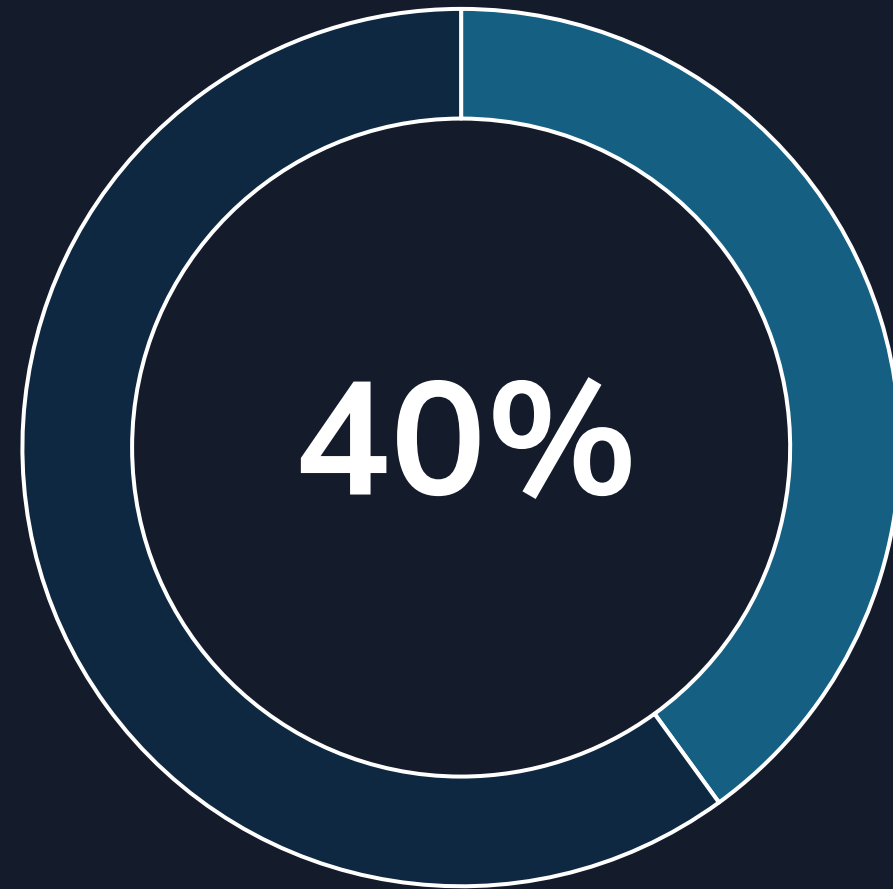
Does not solve immediate shortages

Key Pain Points for Staffing Firms

- 1 Talent Shortages in Specialized Fields
- 2 Candidate Ghosting and Falloffs
- 3 Speed to Placement Pressure
- 4 Remote Work Complications
- 5 Retention Issues Post-Placement



Proven Results





**Create and Use
Tearsheets**



Data Cleanup



**Searching
Capabilities in
Avionté**



**Utilizing Talent
Questionnaires**

Tearsheets: How to Create Them

- **Define your categories** – Group by skills, industry, experience level, or availability status
- **Use advanced search filters** – Pull candidates who match specific criteria from your database
- **Save and name strategically** – Use clear naming conventions
- **Enable team collaboration** - share access with team members who can add/update candidates in real-time



Tearsheets: How to Create Them

Search Add New Applicant Unclaimed Talent Import Text Import Resume Import Multiple Spotlight

Applicant Terms Position Categories (1) Location: Within 100 miles of 55318 Type to Search...

Applicant Search Results Total ATS Population: 744 Applicant Ownership: 1 Preview, Linepipe, First Name

Preview	Linepipe	First Name	Last Name	EEO Date	Email Addr	Mobile Pho	Address 1	Address 2	City	State	Zip Code	Latest Job	Latest Co	Latest Sch	Latest Deg	Latest Field	Last Activ	Rep First N	Rep Last N	Fla
✓		Mark	Hiber		Mn@test...	65121658...	2555 70th		Cottage gr...	MN	55016	Sync Test	Avionté				Nov 11, 202...	joe	Hiber hcm	
✓		Stephanie	Bauer		sbauer28...	2183413817	933 11th A...		Hopkins	MN	55343									
✓		Paul	Erickson		erik.payr...	50758152...	16741 Foli...		Rosemount	MN	55068	Josh Eazy ...	Frozen Ban...					Erik	elm	

- Add Activities
- Add Tasks
- Add to Tearsheet
- Change Rep
- Extract to Excel
- Generate Call List
- Mass Add Tags
- Mass Onboard
- Mass Linepipe
- Mass Start
- Mass Update Flag
- Merge Applicants
- Print Applicants
- Send EEO Form
- Mass Actions

Total Unique: 3 (Selected Items: 3)

<< < 1 / 1 > >> 500

Add to Tearsheets ✕

Create a New Tearsheet

New Tearsheet Name:

Admin Tearsheet

Cancel Save

Manage Tearsheets

Search:

Tearsheet Name	Count	Shared	Manage
Admin Tearsheet	14		Manage
Assembly 55121	9	✓	Manage
Clerical/Office	31	✓	Manage
Eagan Assembly Talent	81	✓	Manage
Green Flags - 55421 zip	0	✓	Manage

Done

Manage Tearsheet ✕

Tearsheet Name:

Admin Tearsheet

Owner:
Becky Fox (Becky.Fox@avionte.com)

Shared Groups:

Admin Recruiter Sales

Front Office Managers

Shared Users:

Nancy Singer ✕ Aaron Arrington ✕

Add a User

Cancel Delete Save



**Create and Use
Tearsheets**



Data Cleanup



**Searching
Capabilities in
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**Utilizing Talent
Questionnaires**

Why Data Cleanup Matters

- Clean data = better search results and faster candidate matching

What to Clean Up

- Contact Information
- Candidate status
- Skills and Certifications
- Availability and Preferences
- Duplicate Records



Implementation Steps

1. **Start with recent activity**
 - ✓ Clean records of candidates you've contacted in the last 6 months
2. **Batch process by category**
 - ✓ Focus on one skill set or industry at a time
3. **Standardize data entry**
 - ✓ Create consistent formats for job titles, skills, and locations
4. **Verify before outreach**
 - ✓ Always confirm contact info before mass communications

Impact = Clean data reduces search time by 60% and increases response rates by 25%.





**Create and Use
Tearsheets**



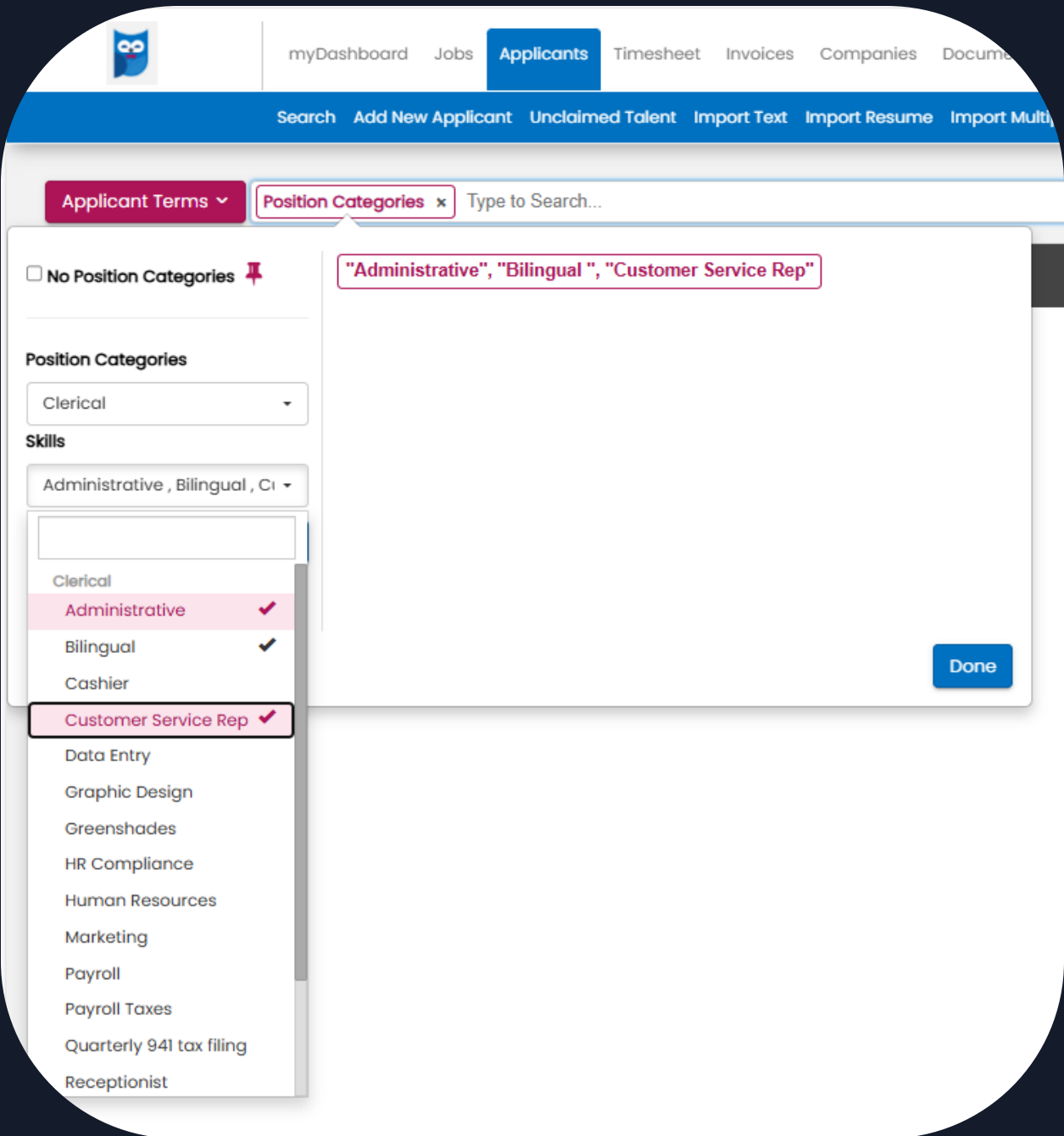
Data Cleanup



**Searching
Capabilities in
Avionté**



**Utilizing Talent
Questionnaires**



Advance Search Features

- Boolean search logic
 - Use AND, OR, NOT operators
- Skill-Based Filtering
 - Search by specific skills, certifications, and experience levels
- Geographic Parameters
 - Filter by location, commute distance, or remote work preferences
- Availability Status
 - Actively seeking or open to opportunities

Use Boolean Operators for a more advanced searching. These operators define relationships between words or groups of words.

Basic Operators:

- AND** Search and retrieve profiles containing all of the words "AND" separates
Example: java AND engineer
- OR** Search and retrieve profiles containing any of the words "OR" separates
Example: java OR python
- ~** Search and retrieve profiles containing words within a certain distance of each other.
Example: "java python"~5
Tips: words must be surrounded by quotes
Tips: the number after the ~ represents the amount of word separation
Tips: This was previously 'NEAR'
- NOT** Search and retrieve profiles that do not contain the term following the "NOT"
Example: engineer NOT architect
- ()** Group words or phrases when utilizing Boolean phrases that must be evaluated first
Example: java and (engineer OR developer)
- " "** Search and retrieve profiles that contain an exact phrase
Example: "java developer"
- *** Search and retrieve profiles that contain multiple forms of a word or an unlimited number of characters within a word
Example: java and develop* will return profiles containing java and at least one of develop, developer, developed & developing
Example: java* will return profiles containing java, javascript, etc

Ranking:

100%

How it Works: Keyword search results provides a rank. The rank is a statistical weighting of the keywords provided against all of the resumes that contain those keywords.

Boolean Search

AND: requires all terms to appear in search results

OR: includes results that contain any of the specified keywords

NOT: excludes results containing a specific keyword

() (Parantheses): groups terms together to control the order

" " (Quotation marks): searches for exact phrases in a specific order

***** (Asterick/Wildcard):** finds multiple forms of a word

Common Search Examples

- ❖ Resume search
- ❖ Applicant/talent activities
- ❖ Location based search (zip code/radius, city/state, country, timezone)
- ❖ Searching by tags (talent tags, resume tags, position category)
- ❖ Expiring tags

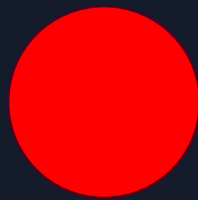


Prioritizing Your Outreach

Talent Terms 📄 TearSheet searches (1) ✕ Type to Search... 🔍 📌 📄 🔄 📄

Talent Search Results Total ATS Population: 925 Talent Ownership: 13 Preview, Pipeline, First Name

Preview	Pipeline	First Name	Last Name	Email Address	Mobile Phone	Address 1	Address 2	City	State	Zip Code	Latest Job Title	Last Activity	Flag	Last Activity D.
📄	🟡	zzJoanna	zzJackson	zzjoanna@fa...	5559994444	5000 Smith D...		Eagan	MN	55121	Health Rep 1	Jun 18, 2025 11:...	🚩	20
📄	🟡	ZZRobert	ZZChen	robertchen@...	8162445022	980 W. Missio...		Ontario	CA	91762	Independent ...	Mar 24, 2025 12:...	🚩	106
📄	🟡	zzHoney	zzHoffman	hhoffman@f...	5552221219	121 Sweet Stre...		Eagan	MN	55121	General labor	Apr 25, 2025 11:...	🚩	74
📄	🟡	zzAshleigh	zzSmith	ASMITH@FAK...	4695000265	107 SMITH AV...		EAGAN	MN	55121	Assembly	May 21, 2025 8:...	🚩	48
📄	🟡	Tricia	Stark	triciastark@e...		129 Noodle A...		Eagan					🚩	
📄	🟡	zzMel	zzBlank	mb@test.com	3604541352	5035 50th Str...		Saint Paul	MN	55106	Assembly	Mar 26, 2025 9:...	🚩	104
📄	🟡	Buster	Posey	busterl@gm...	+1 415 111-0909	985 Pine Stre...		San Francisco	CA	94108	Showroom Ma...		🚩	
📄	🟡	Arya	Stark	arya.stark@t...	7025826007	123 Needle A...		Eagan	MN	55121	Clerk	Jun 25, 2025 3:...	🚩	13
📄	🟡	Buster	Posey	busterl@gm...	+1 415 111-0909	985 Pine Stre...		San Francisco	CA	94108	Showroom Ma...		🚩	
📄	🟡	Arya	Stark	arya.stark@t...	7025826007	123 Needle A...		Eagan	MN	55121	Clerk	Jun 25, 2025 3:...	🚩	13



Search Best Practices



Use Multiple Criteria

Combine skills, location, and experience



Save Successful Searches

Make searches for frequently used search combinations



Expand Parameters

Search for transferable skills, not just exact matches



Leverage Keywords

Include industry terms, job titles, and company names



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Tearsheets**



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**Utilizing Talent
Questionnaires**



Talent Questionnaires: Key Information to Collect

- 1 Current Employment Status

- 2 Availability Timeline

- 3 Updated Preferences

- 4 New Skills/Certifications

- 5 Contact Preferences

Implementation Strategy



Pro Tip: Personally follow up with candidates marked as "actively seeking" - your hottest leads.



Automate

Distribution

Include in online application or onboarding



Keep it Short

5-7 questions maximum to ensure completion



Incentivize

Participation

Offer market insights or career tips in exchange



Segment by Groups

Create different questionnaires for different skills or industries

Act Today



Your 30/60-Day Implementation Roadmap

- **Week 1-2: Database cleanup & contact verification**
- **Week 3-4: Create your first tearsheets & launch questionnaires**
- **Week 5-8: Scale engagement & advance search strategies**

Plus:

- **Success metrics to track your progress**
- **Avionté-specific setup instructions**
- **Quick wins you can implement immediately**

Key Takeaways

- Transform your existing database into your primary talent source
- Use tearsheets, clean data, advanced searches, and questionnaires strategically
- Implement your 30/60-day roadmap starting today

Resources available:

- Knowledge Base
- Customer Support
- Account Management
- Implementation Team (if applicable)



Your Next Steps



Gather Your Team

Decide who will lead each strategy implementation



Start Data

Cleanup

Update talent statuses and contact information



Create Tearsheets

Focus on your most common role type



Launch

Engagement campaigns

Send emails/texts to re-engage talent

Questions?

Rate the session



Leave further feedback...

SEND

Cancel

Thank You

Help shape future **CONNECT** content by rating this session.

1. Open the Bizzabo app and select Agenda
2. Locate: **Passive to Placed: Reactivate and Engage Your Existing Talent Pool**
3. Rate and leave feedback



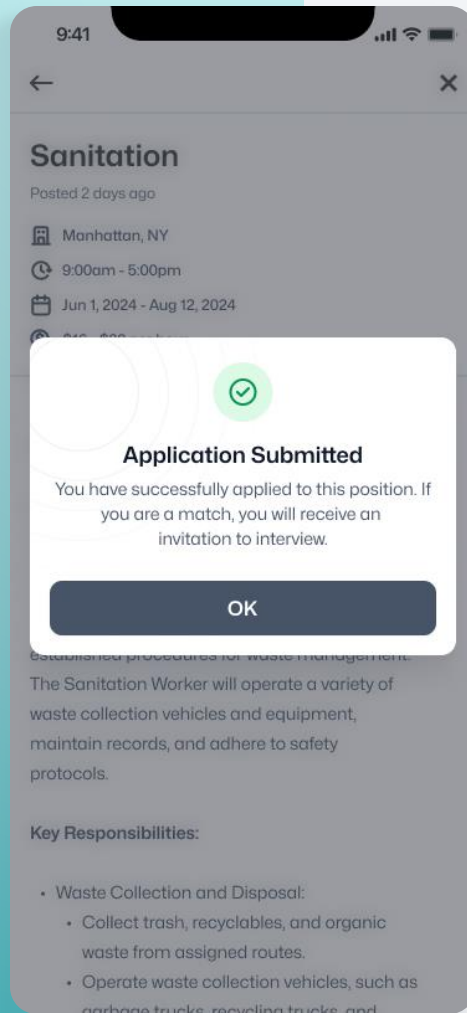
Take your job search to
the next level.



Find Your Next Job



Sign in or Apply



Experience What's Possible

Visit the Experience Center – 2nd Floor

- Test real workflows that deliver results
- Get expert guidance for your specific goals
- Four focused areas aligned with your success
- Leave with strategies you can implement now

DesignLab

Step into the future of staffing technology. Preview upcoming innovations, share your feedback, and help shape what comes next.

The screenshot displays the AVIONTE Back Office interface. The top navigation bar includes the AVIONTE logo, a search bar, and various menu items: myDashboard, Jobs, Talent, Timesheet, Companies, Documents, Back Office (highlighted), Analyze, Sub Vendors, QuickPlace, and Automation. On the right side of the navigation bar are icons for search, notifications, chat, settings, and a user profile.

The main content area is titled "Payment Batch ID: 10513". Below the title are several action buttons: "Select Transactions", "Process", "Print Checks", "Post", "Discard Batch", "View Paychecks", and "Email Paychecks".

The "Payment Batch Summary" section provides the following details:

Check Count	0	Transaction Count	5
Batch ID	10513	Description	
Status	Processed	Check Date	08/08/25
Batch Type	Check Run	Created By	avi.next1
Accounting Period Date	08/03/25	Bank ID	1
Bank Name	Bank of Avionte	Bank Description	Bank of Avionte
ACH Generated Date		Generate Original Pay Units	No

The "Transactions" section contains a table with the following data:

Talent Name	SSN	Company Name ↓	Department Name	Total Pay	Total Bill
Ethan Campbell	XXX-XX-XXXX	Williamson & Harris Co.	Corporate	\$1000.00	\$1250.00
Orlando Diggs	XXX-XX-XXXX	Pinnacle Solutions	Accounting	\$600.00	\$750.00
Demi Wilkinson	XXX-XX-XXXX	FedExpress	Corporate	\$640.00	\$800.00
Kate Morrison	XXX-XX-XXXX	Coca Cola	Corporate	\$800.00	\$1000.00

The left sidebar contains a search bar and a list of menu items: Time Entry, Payroll, Search (highlighted), Transactions, Checks, Billing, Invoice, Paycheck, Accounts Receivable, Weekly Process, Import / Export, Unemployment Claims, and WC Claims.