



The Lokenbergs

Why building and nurturing your talent pipelines has
become a necessity

Kim Lokenberg

I have worked in international advertising for years before I transitioned into Recruitment.

Together with my partner in crime and life we run a global sourcing & recruitment company in The Netherlands.

I love HR and Recruitment tech and advise several HR Tech start- and scale-ups.

On a fun note, I am also a licenced PI and registered OSINT expert® and love speaking at conferences.

Recruitment is Marketing !

- **S**pecific – Simple, Sensible, Significant
- **M**easurable – Meaningful, Motivating
- **A**chievable – Agreed, Attainable
- **R**elevant – Reasonable, Realistic & Resourced, Results-based
- **T**ime-bound – Time-based, Time-limited, Time/Cost limited, Timely, Time-sensitive

What do we do....

Marketing

- You want to sell your product
- You build your pipeline
- You engage with your pipeline
- You sell, OR.....

Recruitment

- You want to sell your company
- You build your pipeline
- You engage with your pipeline
- They engage, OR.....

OR.....

Marketing

You keep in touch with your pipeline (prospects) to be able to sell your product at a later stage.

Companies want to sell always!

Recruitment

You wait if someone in your pipeline responds, maybe send some reminders, delete or de-activate your pipeline.

Companies want to hire now!

Crisis

Marketing

Budgets will go down, but keep on marketing products one way or another

Companies want to sell always!

Recruitment

We stop hiring, thus we stop building pipelines.

Companies stop hiring, thus stop building pipelines!

Keep on going

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Last, but not least

- Keep building your pipelines, even if there are no open requisitions at the moment
- Keep engaging and nurture your pipelines, you will need to hire them next week, month or year...
- A great experience for your pipeline can turn them into even more valuable candidates
- Make it **S M A R T**
- Happy sourcing and nurturing!

Contact

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