Building the Pool Worksheet

**Focus on quality throughout the pool-building process**

1. Be intentional in your mass marketing.
2. Build a targeted list of potential connectors and candidates; go beyond your inner circle.
3. Keep track of candidates and connectors and make a plan to reach out personally.
4. Be a talent scout year-round—build and maintain a diverse network.

**Be intentional in mass marketing**

List 2-3 places you might [post your job announcement](https://www.managementcenter.org/article/where-should-i-post-my-open-jobs/) to help you build a diverse, quality pool.

**Be a talent scout—find connectors and candidates**

Identify 1-3 potential connectors or candidates within each network, and [reach out directly](https://www.managementcenter.org/resources/connector-email-template/).

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| **Professional**  *Past jobs, partnerships, professional memberships,*  *your field/sector* | **Educational**  *High schools, colleges,*  *universities, school networks* | **Personal**  *Personal networks and communities (religious, recreational, volunteer, friends)* |
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*Tip: Create a* [*system*](https://www.managementcenter.org/resources/talent-list/) *to keep track of candidates, connectors, and deadlines for reaching out.*