

Top Three Reasons Targeting the Elusive “Passive Seeker” Should Be Part of Your Hiring Strategy

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1. Massive Untapped Market – Studies show that 70-75% of the global workforce is made up of passive candidates who are not actively searching for a job. Engaging with this segment can put your opening in front of hard-to-reach, highly skilled ODs.
2. Reduced Competition – Passive job seekers aren’t actively pursuing new opportunities, which means they’re not engaging in multiple interviews or weighing offers from other employers. This reduces your competition and allows you to engage with potential hires who might otherwise fly under the radar.
3. Dedication – While passive job seekers aren’t actively job-hunting, they are open to change for the right opportunity. If a passive job seeker expresses interest in your position, it’s often because they see it as a significant career move. This can, in turn, result in a highly motivated, committed hire for your practice.

Targeting passive job seekers can help you find an OD who is a perfect fit for your practice – someone you might not have reached through traditional job postings. The AOAExcel Career Center has resources available to help you position your [listing](#) in front of passive seekers, including the monthly Spotlight e-newsletter, which delivers featured job listings directly to the inboxes of our carefully curated database of working ODs.

AOAExcel Career Center experts are available to guide you in creating a compelling listing and devising a strategic hiring plan. Plus, AOA members receive up to [50% off on job listings](#). To learn more about the AOAExcel Career Center and how to get your listing in front of passive seekers, visit aoa.org/career-center/employers.