Tools & techniques to find and attract technical talent

Martin Lee
sourcingcertification.com

Tools and techniques

Before I show you some of ours…

What is the best sourcing tool you know?

Correct !

Your challenge as an IT recruiter in Russia is …

All sites and search engines have different search operators.

KNOW THEM ALL

If everyone has the same tools

USE THEM DIFFERENTLY / THINK DIFFERENTLY

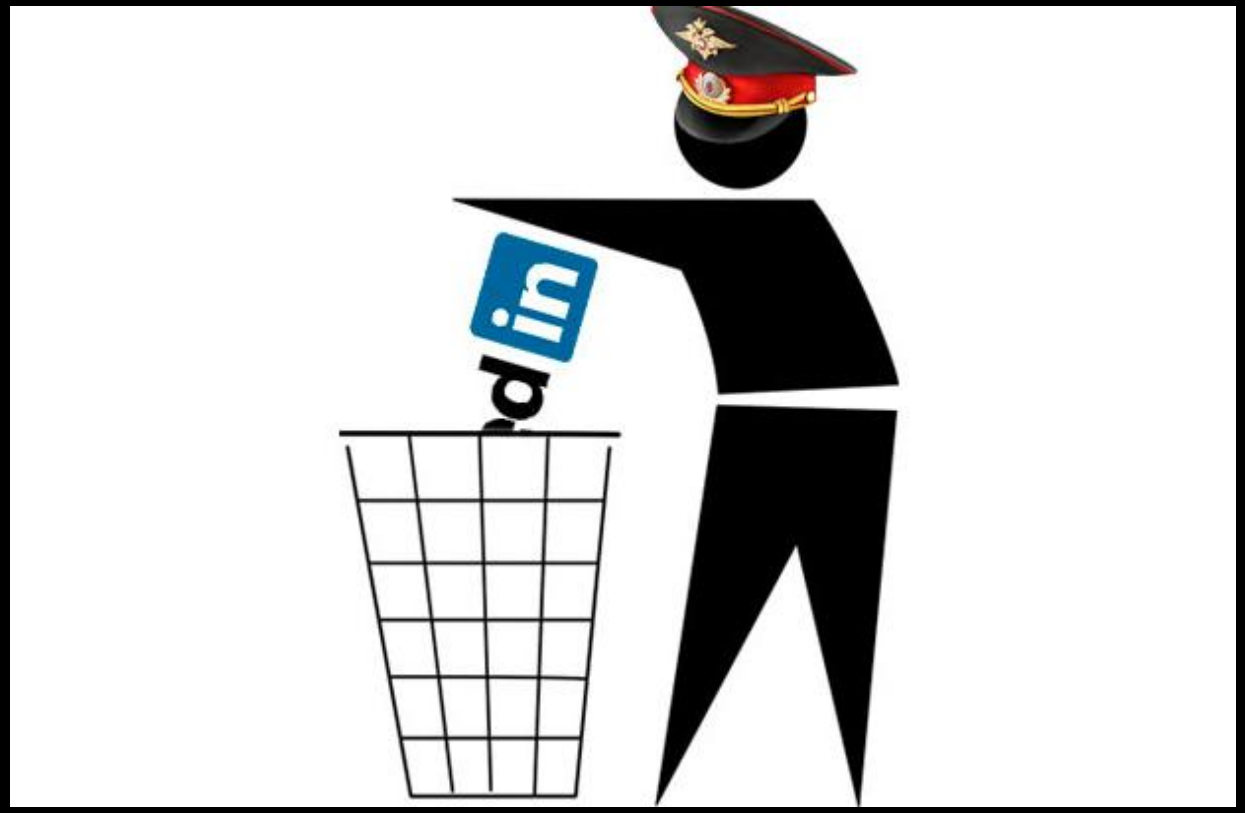
Think about how the information you are trying to find appears

SEARCH FOR NATURAL LANGUAGE / “GEEK WORDS” / CODE OR / WHATEVER IT TAKES

All sites people go to are potential places to source

PRESS BUTTONS / INVESTIGATE. WHERE DO YOUR CANDIDATES GO?

Linkedin ?



Frigate Chrome Extension

VPN

Andrew Neil

3rd

Developer at JPM

London, United Kingdom | Banking

Connect | Send InMail

1 connection

uk.linkedin.com/pub/andrew-neil/0/b41/721

Background

Experience

Developer

JPM

J.P.Morgan

Following

People Similar to Andrew

Doug Tran 3rd

Developer at JP Morgan

Connect

J.P.Morgan

Work with us at **J.P. Morgan**

J.P. Morgan - Model Risk and Dev...
London / New York Apply now »

J.P. Morgan - Counterparty Risk ...
London / New York Apply now »

Asset Management - Global Market...
GB-ENG-LND Apply now »

Careers at J.P. Morgan »

Drew Neil

nelstrom

London, UK

andrew.jr.neil@gmail.com

http://drewneil.com

Joined on Apr 13, 2008

604 followers **505** starred **35** following

Contributions | Repositories | Public Activity

Follow

Filter nelstrom's repositories...

All Sources Forks Mirrors

vim-americanize

VimL ★ 4 1

Auto-"correct" British spellings to their American equivalent.

Last updated 13 days ago

radiant-sheets-extension

Ruby ★ 0 13

forked from radiant/radiant-sheets-extension

Manage CSS and Javascript content in Radiant CMS as Sheets, a subset of Pages. This is bundled with Radiant

Last updated a month ago

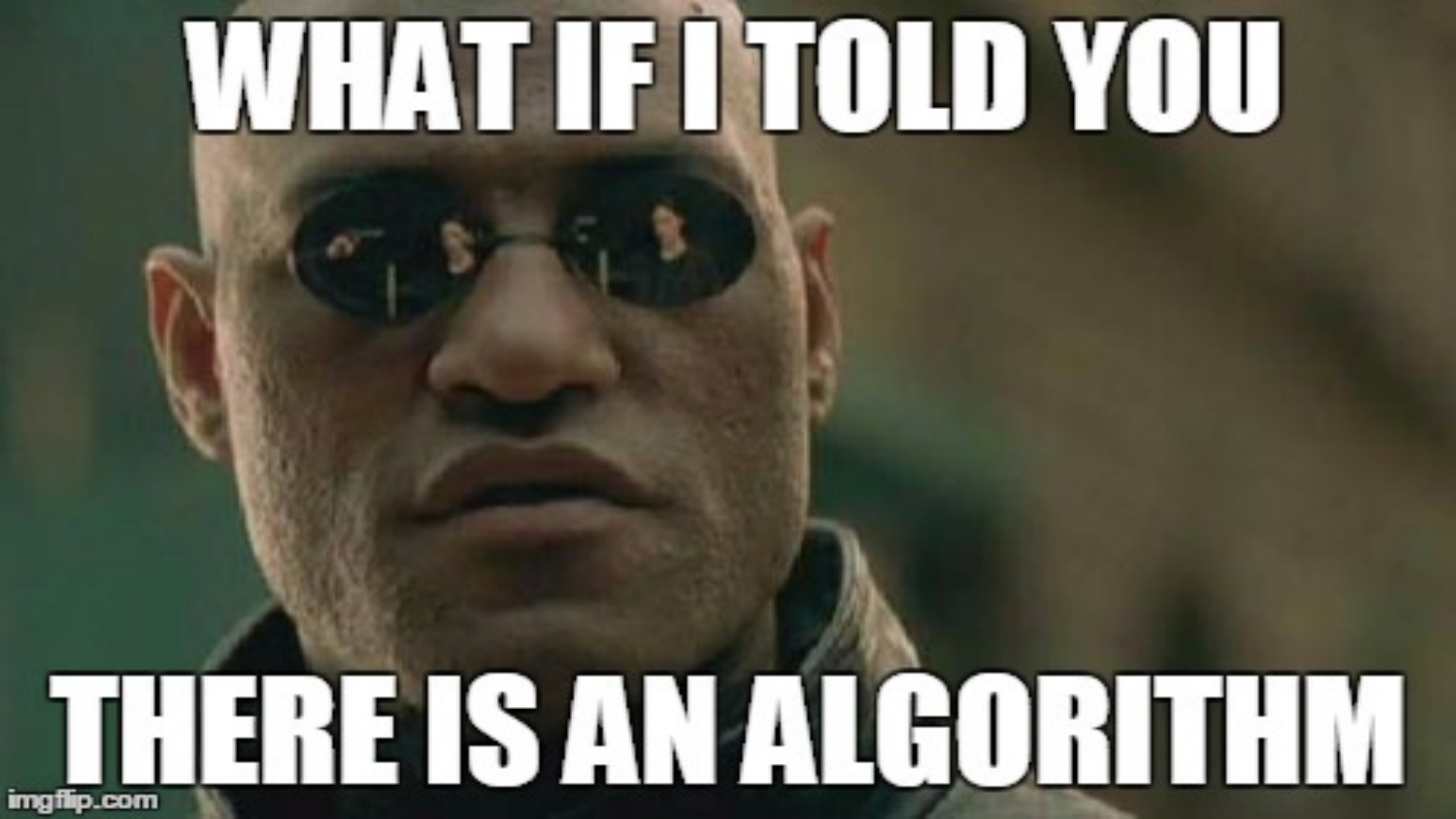
radiant-page-event

Ruby ★ 1 7

forked from mghaught/radiant-page-event

Radiant extension for page-based event calendar for associating time-based events with your Radiant pages

Last updated 2 months ago


WHAT IF I TOLD YOU
THERE IS AN ALGORITHM
imgflip.com

It’s all about the keywords (unfortunately)

Search

Advanced >

All
People
More...

Keywords

First Name

Last Name

Title
manufacturing

227,036 results

Sally Kennard - FIRP in 2nd
Recruitment Business Partner - Recruiting the best in class Engineering, **Manufacturing** and Compliance professionals
United Kingdom • Food & Beverages
43 shared connections • Similar

Current: Talent Solutions Consultant - **Manufacturing** at United Biscuits
Past: Senior Consultant - HR - South England at Hudson
FMCG Manufacturing & Distribution Recruitment Consultant at Re...
Manufacturing & FMCG Recruiter at People Source Consulting

Bryan Flood in 2nd
Managing Consultant - **Manufacturing** Permanent Division at NES Global Talent
Manchester, United Kingdom • Staffing and Recruiting
47 shared connections • Similar

Current: Managing Consultant - **Manufacturing** Permanent Division at NE...
Past: Senior Permanent Recruitment Consultant at NES Global Talent
Recruitment Consultant/Account Manager at Cordant Recruitment...
Recruitment Consultant at JAM Recruitment

Search

Advanced >

All
People
More...

Keywords

First Name

Last Name

Title
mfg

17,049 results

Gopalan Rajagopalan in 2nd
Head - TCS Scotland & UK Sales (**Mfg**, Life Sciences, Energy & Hitech)
Edinburgh, United Kingdom • Information Technology and Services
1 shared connection • Similar

Current: Head - TCS Scotland & UK Sales (**Mfg**, Life Sciences, Energy & H...
Past: Head - TCS Scotland & UK Public Sector (interim) at Tata Consult...
Head - TCS Scotland at Tata Consultancy Services
Lead Consultant - Strategic Deals at Tata Consultancy Services

Darren Moyer in 2nd
Connecting People & Opportunity, Executive Recruiter Manufacturing Workforce Solutions
Greater Denver Area • Executive Office
27 shared connections • Similar

Current: Executive Recruiter, **Mfg** Finance & Operations at Precision Searc...
Past: Executive Recruiter at Accounting & Finance, Investment Banking

Phil Harrison 3rd
HPC Storage System **Mfg** Test Development Engineer at Seagate

Search

Advanced >

All
People
More...

Keywords

First Name

Last Name

Title
manuf.

553 results

Graham Clark 3rd
Consultant **Manuf** Engineer Rolls Royce Deutschland
Bristol, United Kingdom • Aviation & Aerospace
Similar

Current: **Manuf** Eng Consultant at Rolls Royce Deutschland

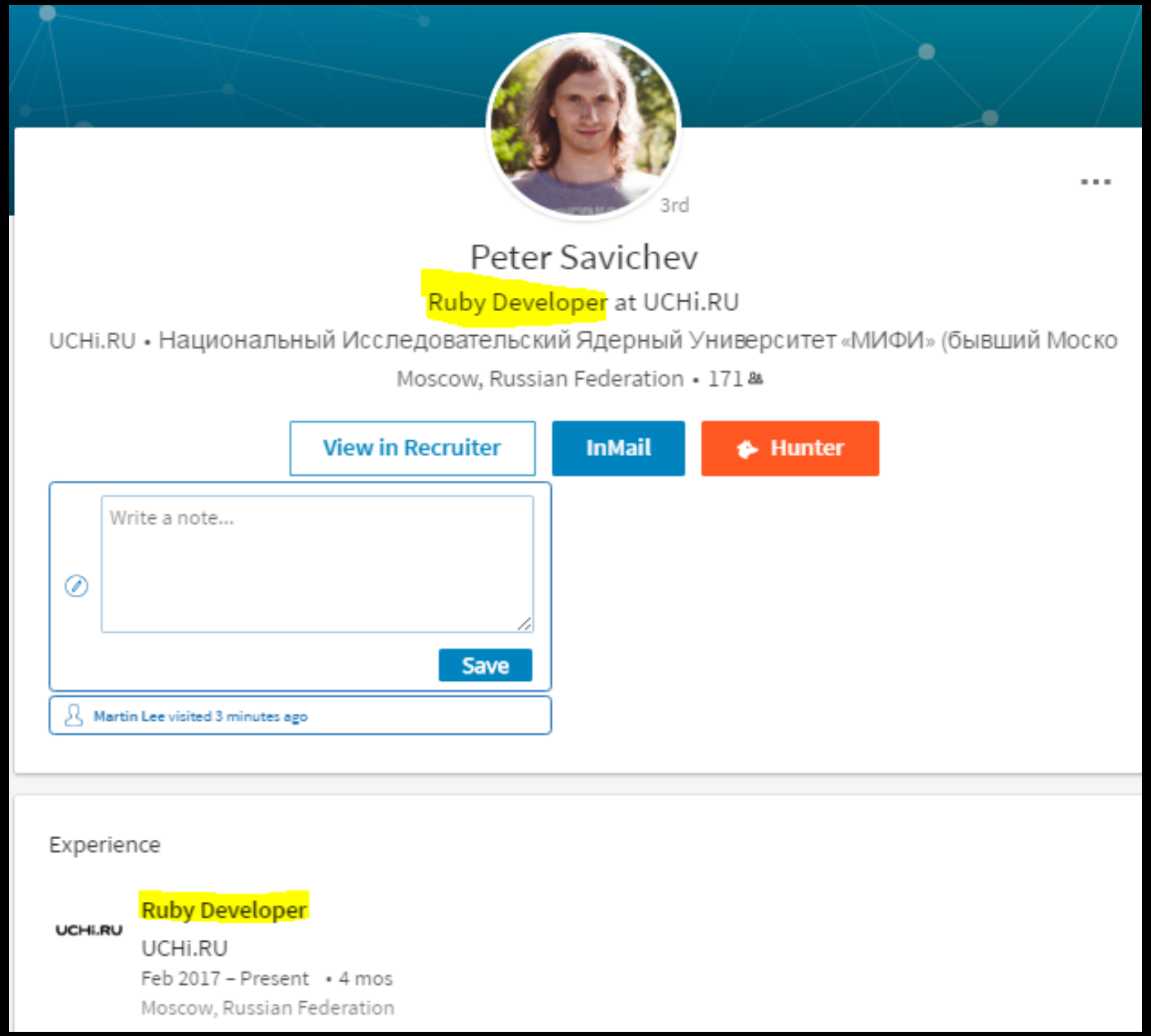
Wes Sloan 3rd
Six Sigma Black Belt Candidate/Lean **Manuf** Engineer at Decoma Merplas
Wigan, United Kingdom • Automotive
Similar

Current: Six Sigma Black Belt Candidate/Lean **Manuf** Engineer at Decoma...

Ian Wilson 3rd
Plant Production Controller (**Manuf** Accountant) at Armstrong World Industries
Cleveland, United Kingdom • Building Materials
Similar

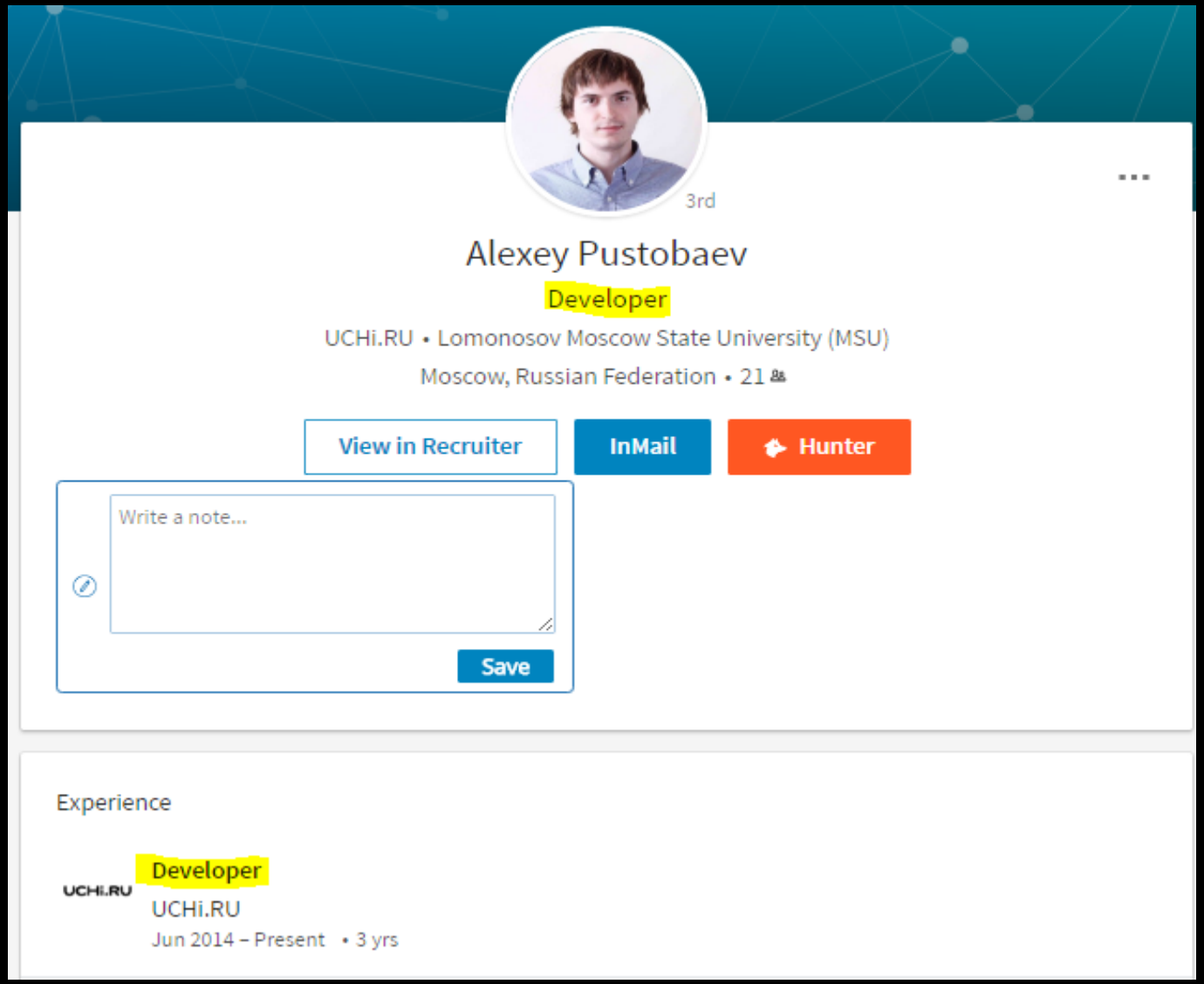
Current: Plant Production Controller (**Manuf** Accountant) at Armstrong Wor...

A search for Ruby on Rails in Moscow gives …



What is your next search?

His colleague spent less time on his profile.



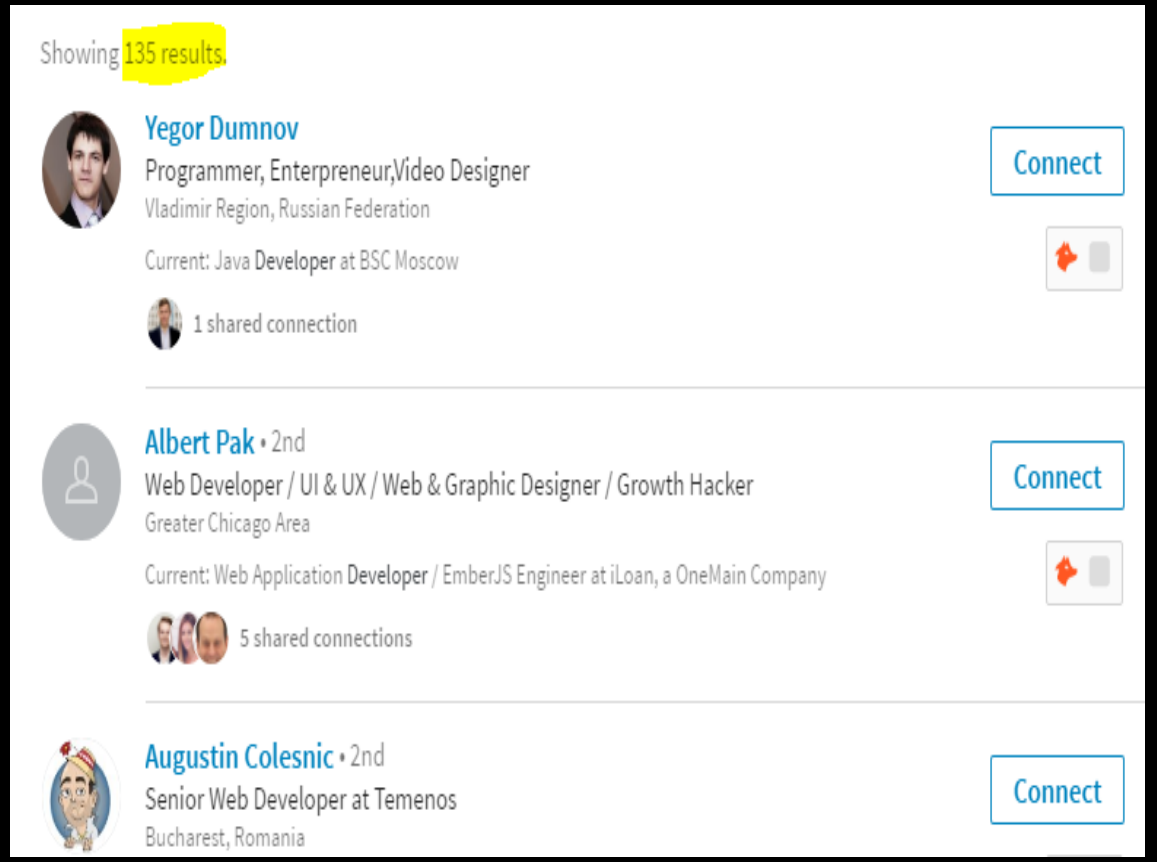
No mention of Ruby !

His groups…

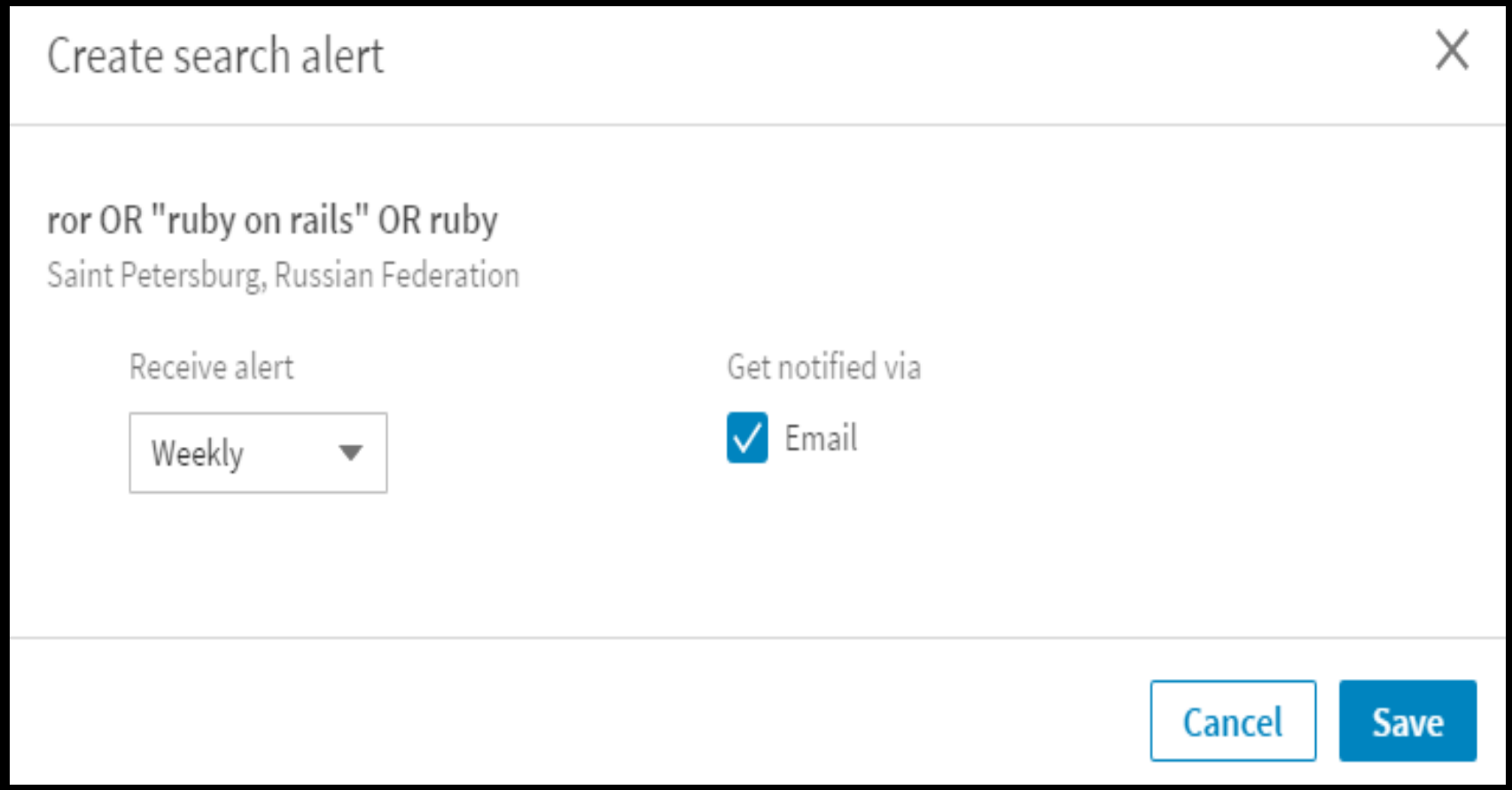
Let’s take a look…

Searching within “Ruby on Rails in Russia Group”

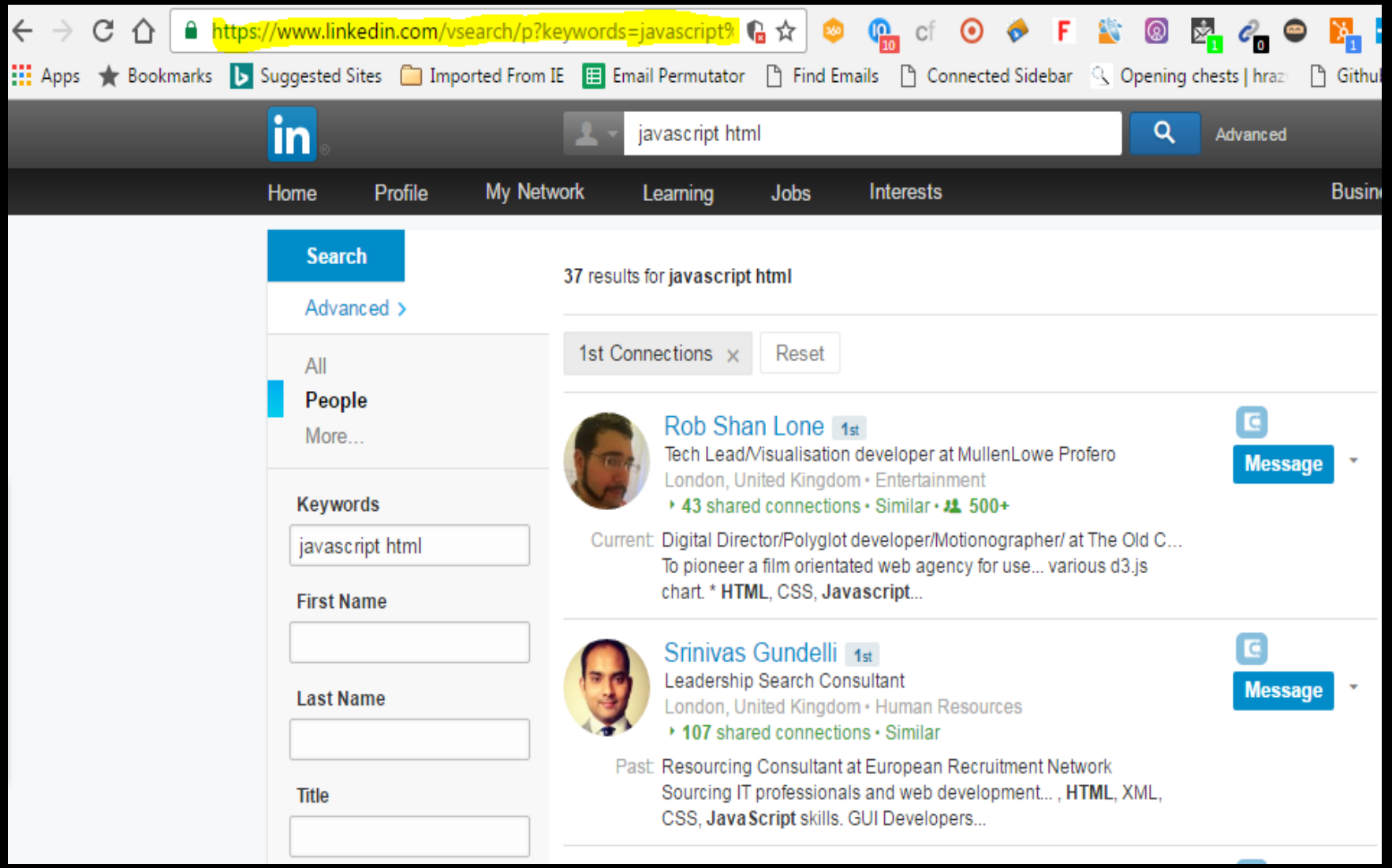
(developer OR programmer) NOT ruby NOT rails NOT ror



Even with a free LinkedIn account we can save searches.



Share with your team / colleagues / hiring manager

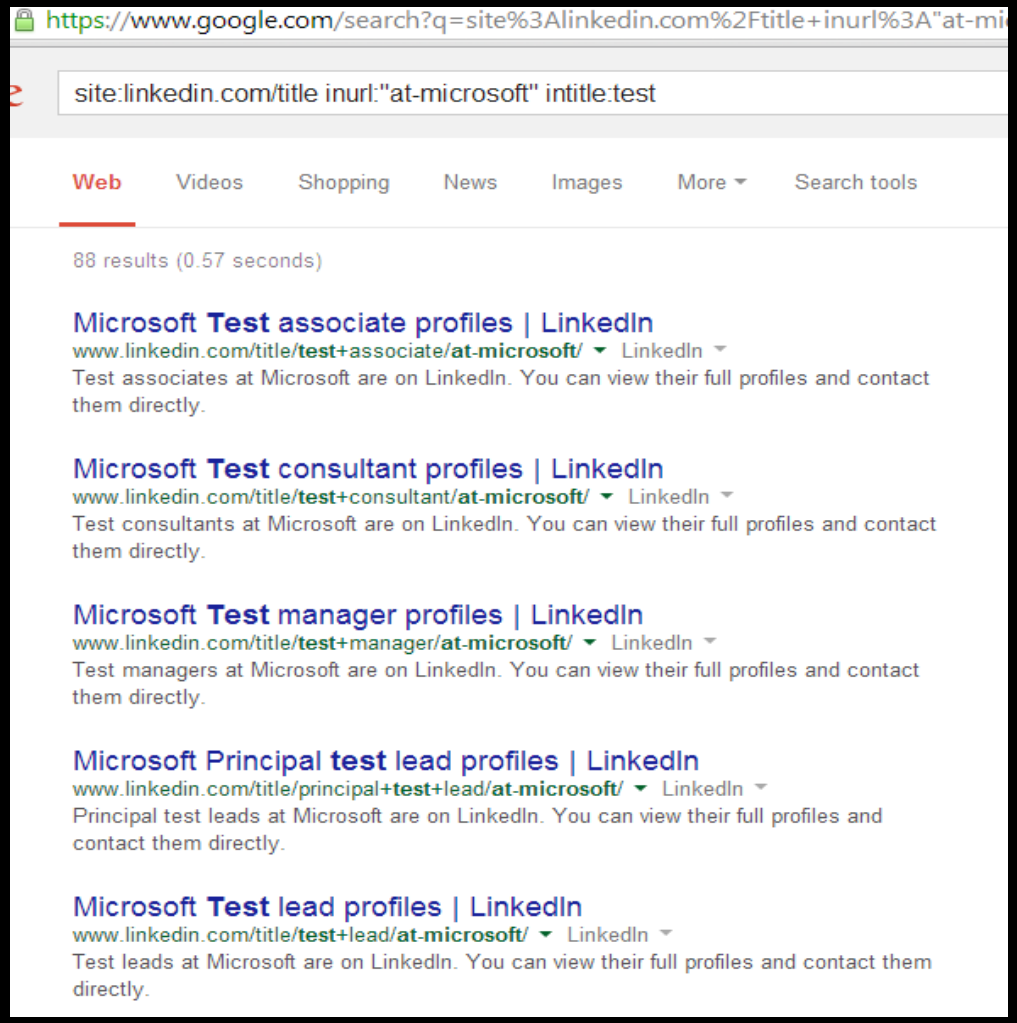


Examples of Titles – Microsoft: *QA* OR *Test*

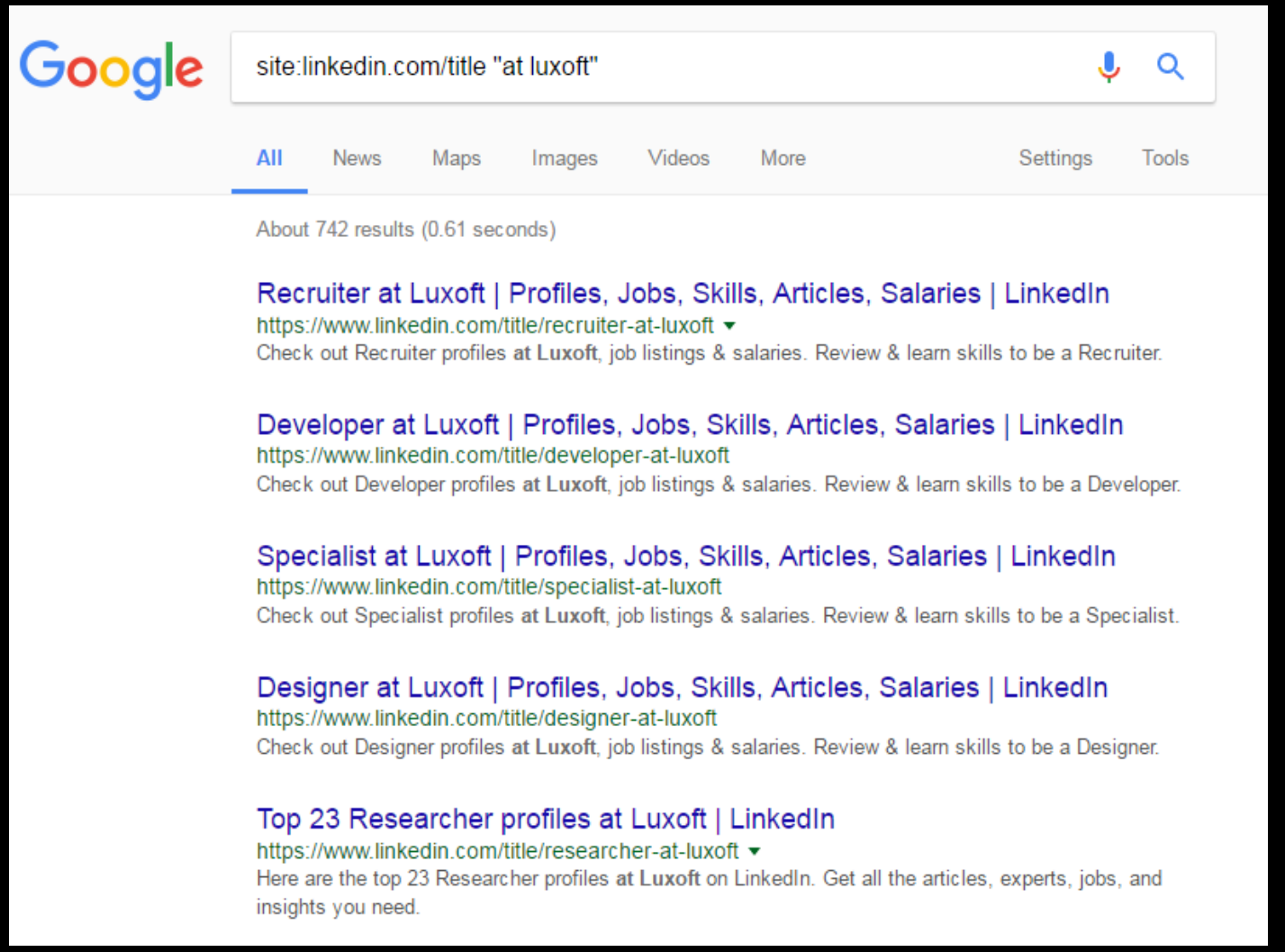
Director of test	Senior test manager	Software test engineer
Group test manager	Software design engineer in test	Software test engineer 2
Hardware test engineer	Software design engineer in test 2	Software test engineer 3
It test engineer	Software design engineer in test ii	Software test engineer contractor
Lead software design engineer in test	Software design engineer in test lead	Software test engineer ii
Lead software development engineer in test	Software design engineer in test sdet	Software test engineer iii
Lead software engineer in test	Software design engineer test	Software test engineer lead
Principal test lead	Software design engineer test lead	Software test lead
Principal test manager	Software developement engineer in test	Software test manager
Principle test manager	Software developer engineer in test	Sr test lead
Qa	Software developer engineer in test ii	Sr test manager
Qa engineer	Software developer in test	Test
Qa manager	Software developer in test ii	Test architect
Search Results	Software development engineer in test	Test associate
Senior software design engineer in test	Software development engineer in test 2	Test associate 2
Senior software developer in test	Software development engineer in test ii	Test consultant
Senior software development engineer in test	Software development engineer in test lead	Test engineer
Senior software test engineer	Software development engineer in test sdet	Test lead
Senior test engineer	Software development engineer test	Test lead ii
Senior test lead	Software engineer in test	Test manager
	Software test	

Here's how I found the titles

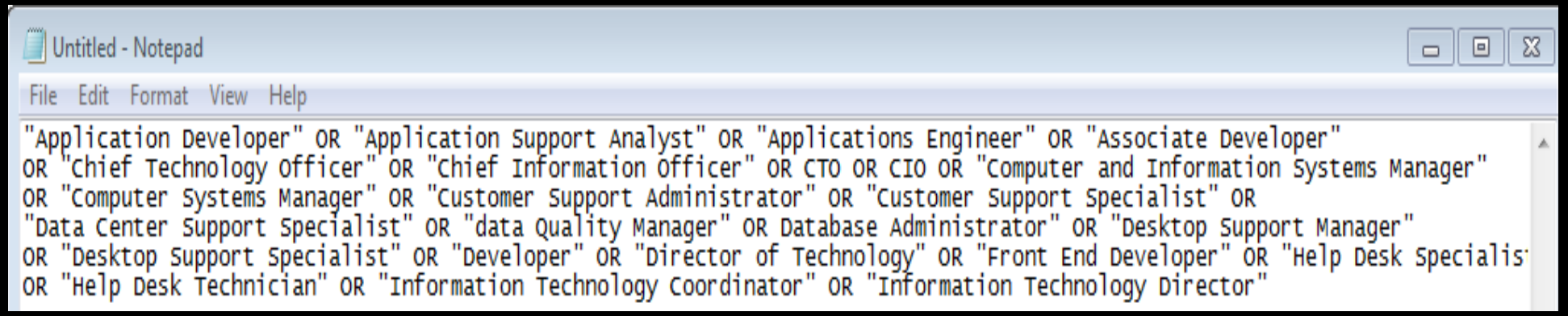
site:linkedin.com/title inurl:"at-microsoft" intitle:test



To adapt to Russia - name the company

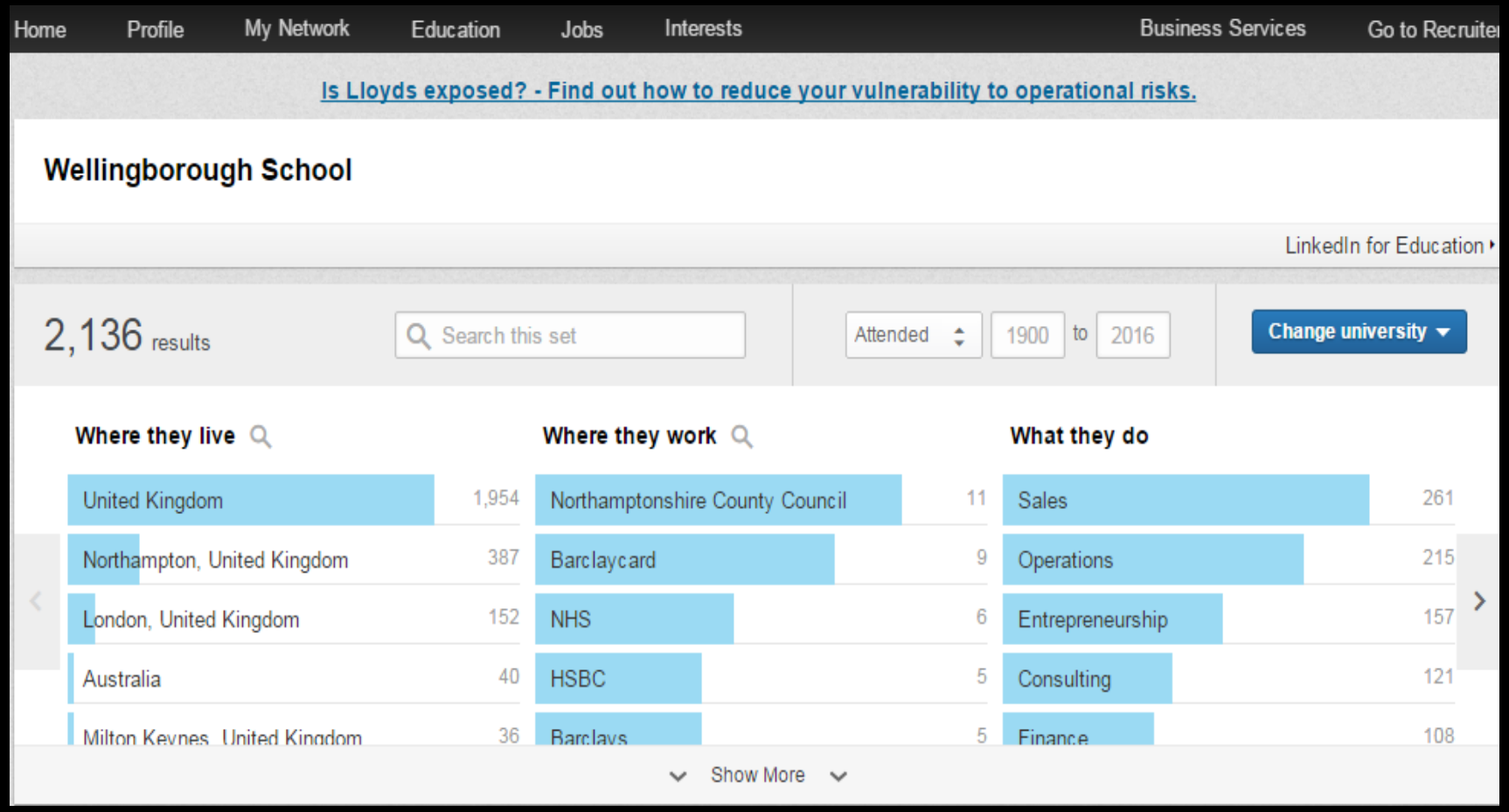


How many of you create lists of alternative job titles / skills / target companies ?

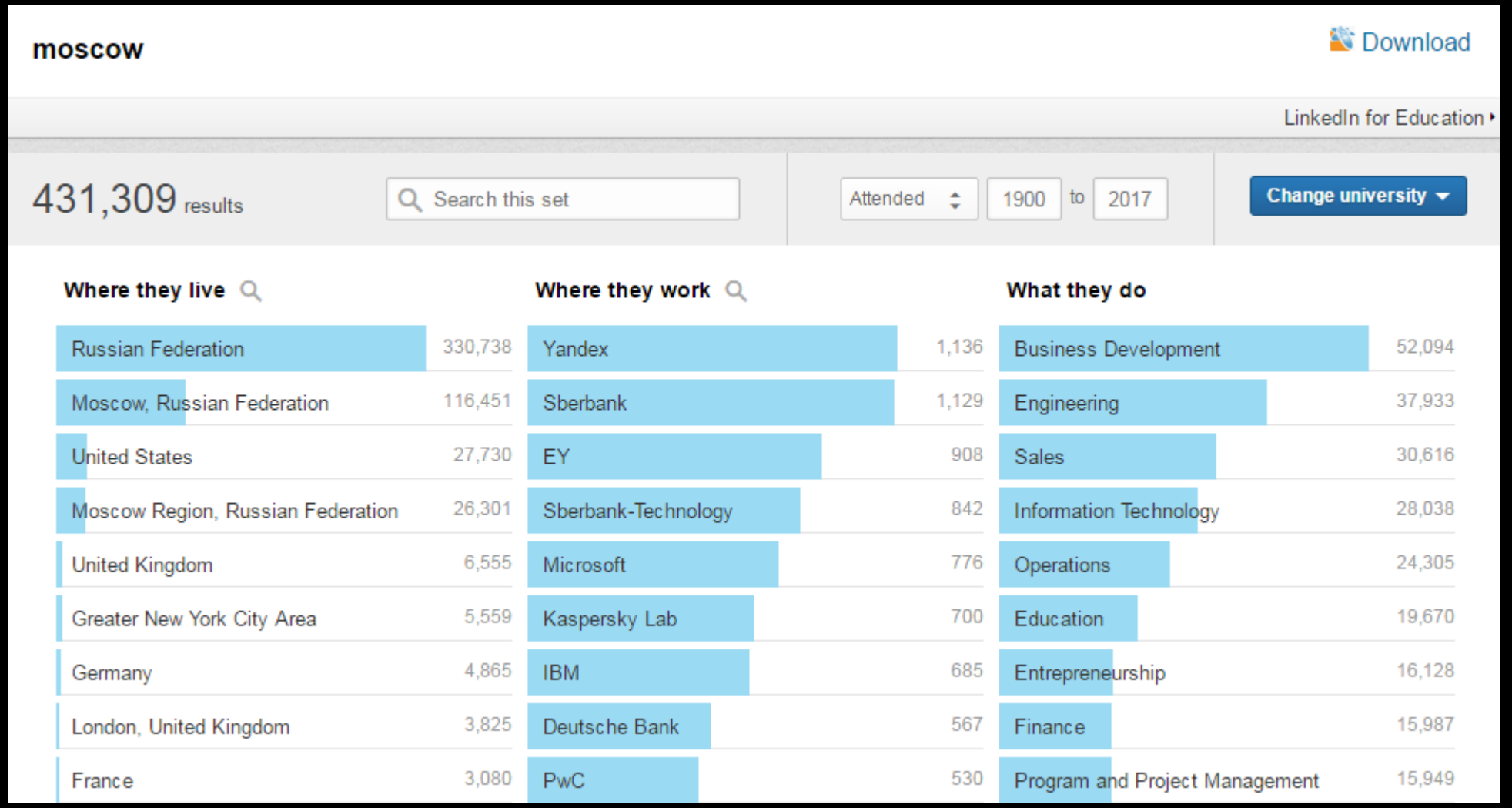


Alumni Search – will default to the school / University you added to your profile

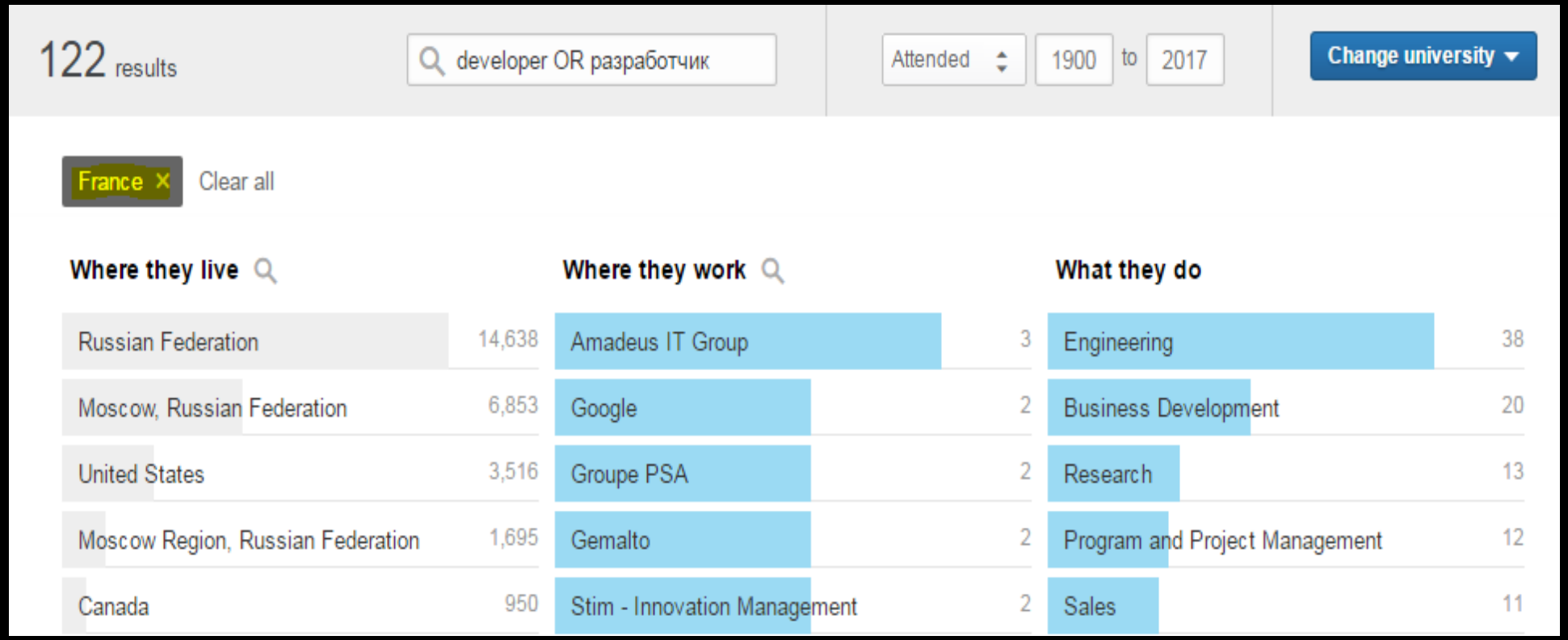
https://www.linkedin.com/edu/alumni?name



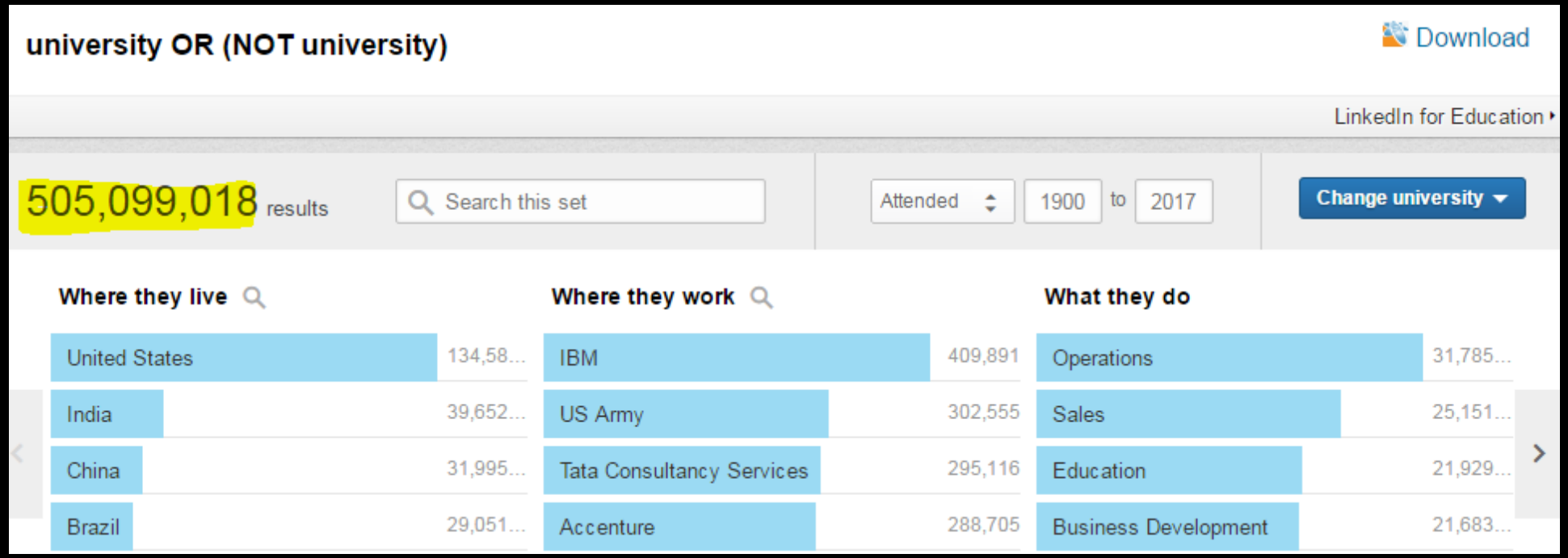
Search across all cities with a little hack
https://www.linkedin.com/edu/alumni?name=moscow



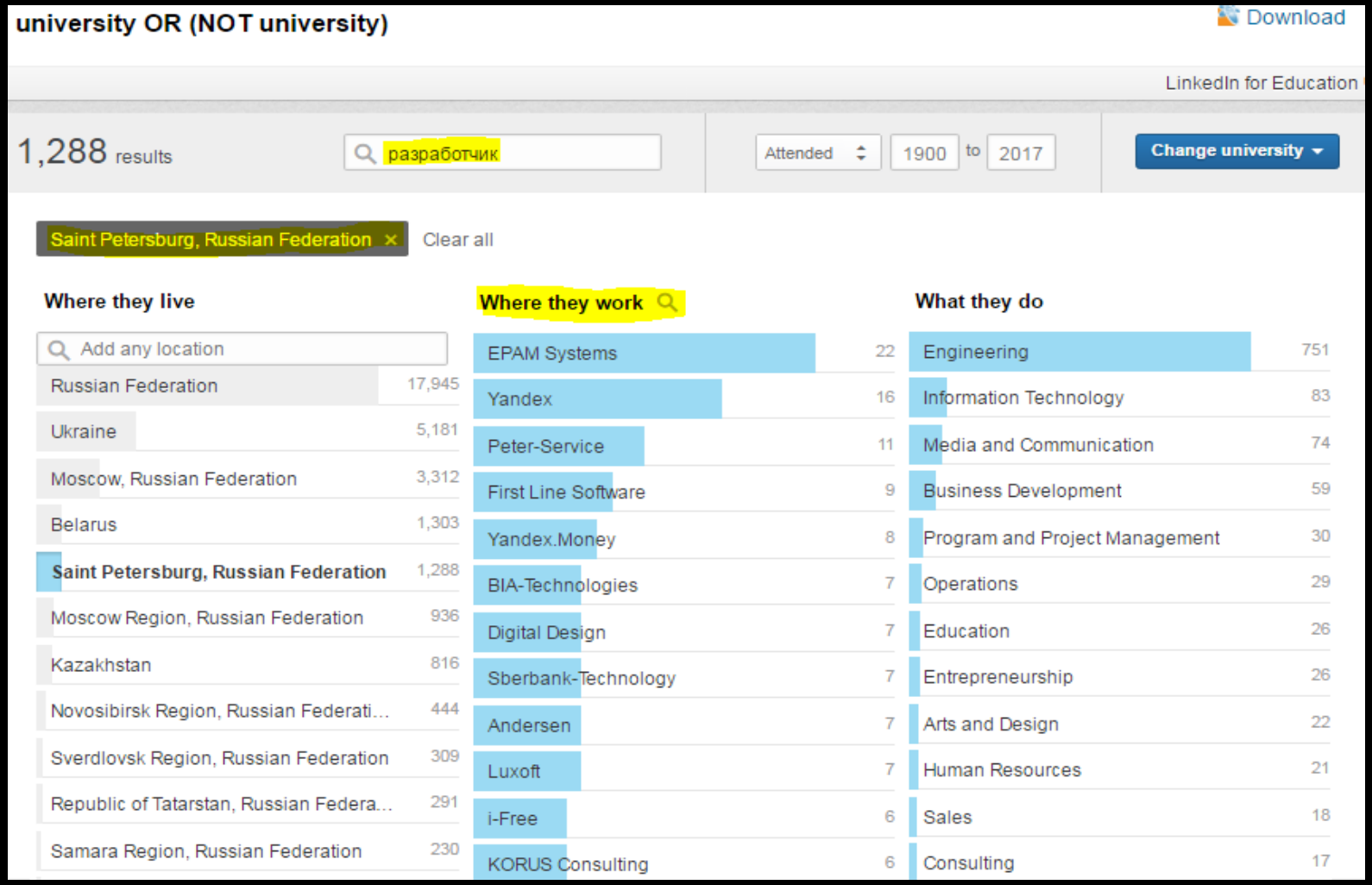
People who speak Russian & French ?



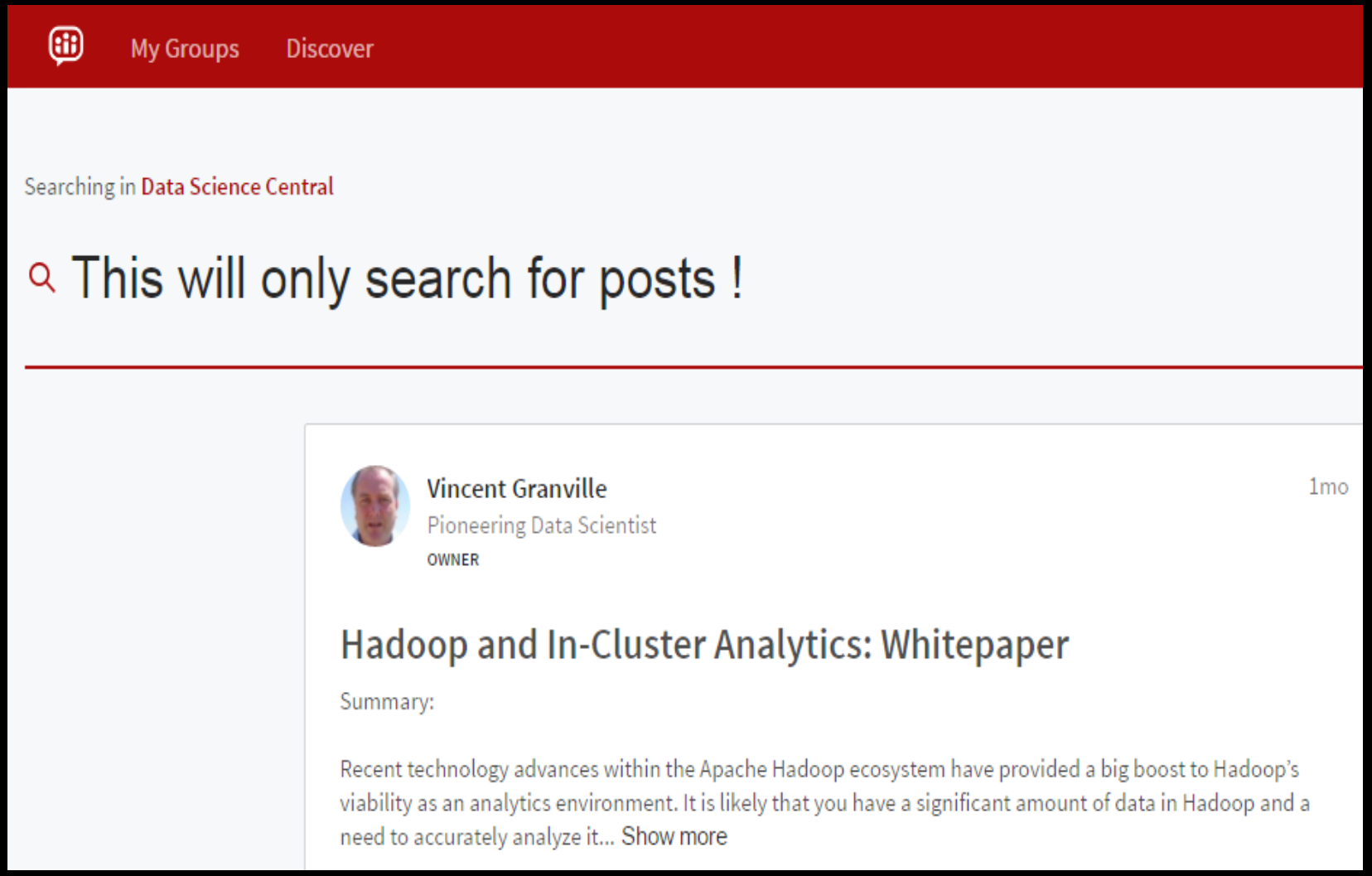
See everyone (avoids search limitations) https://www.linkedin.com/edu/alumni?name=university%20OR%20(NOT%20university)



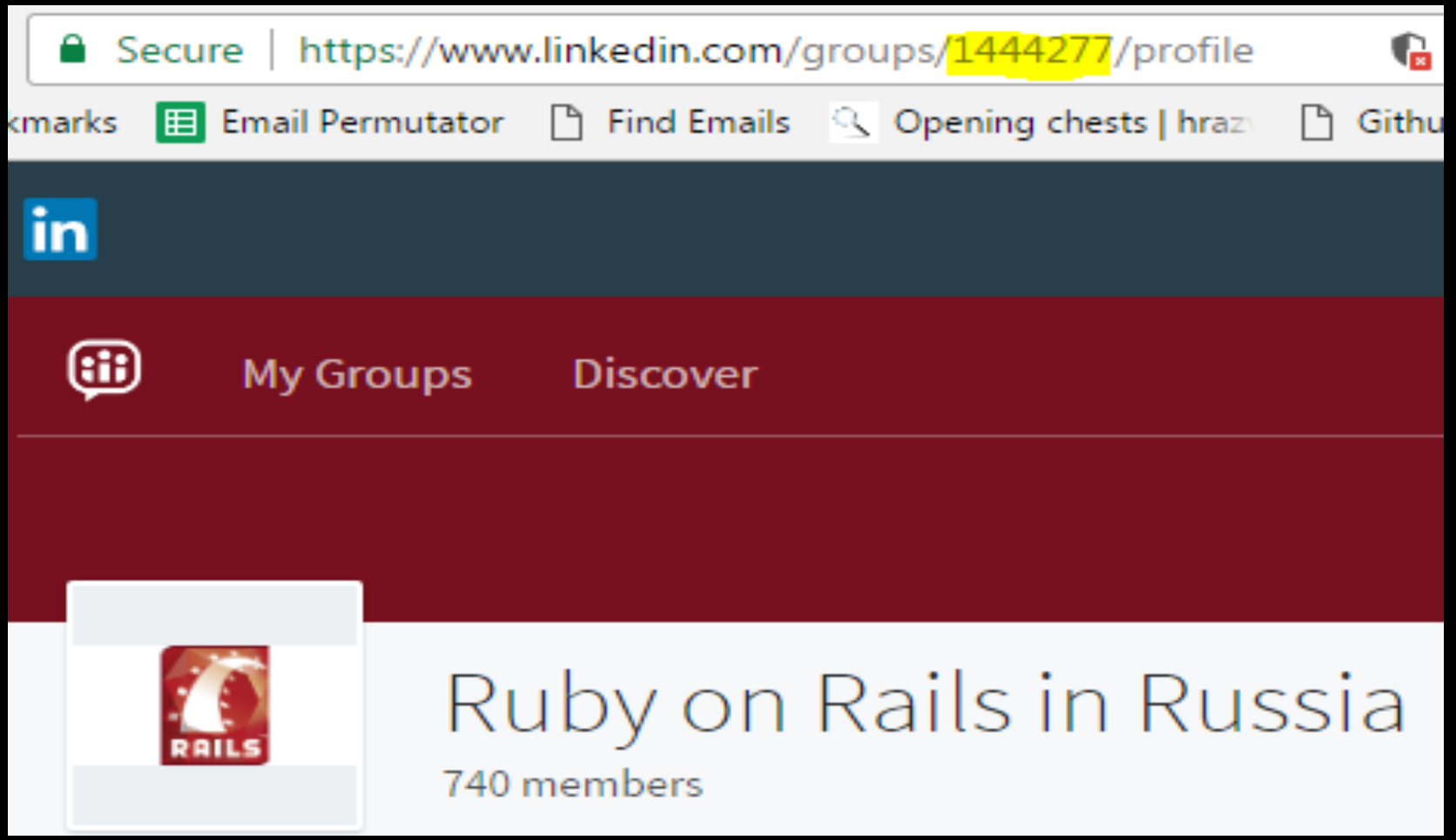
Is this a useful research tool ?



LinkedIn Group search hack



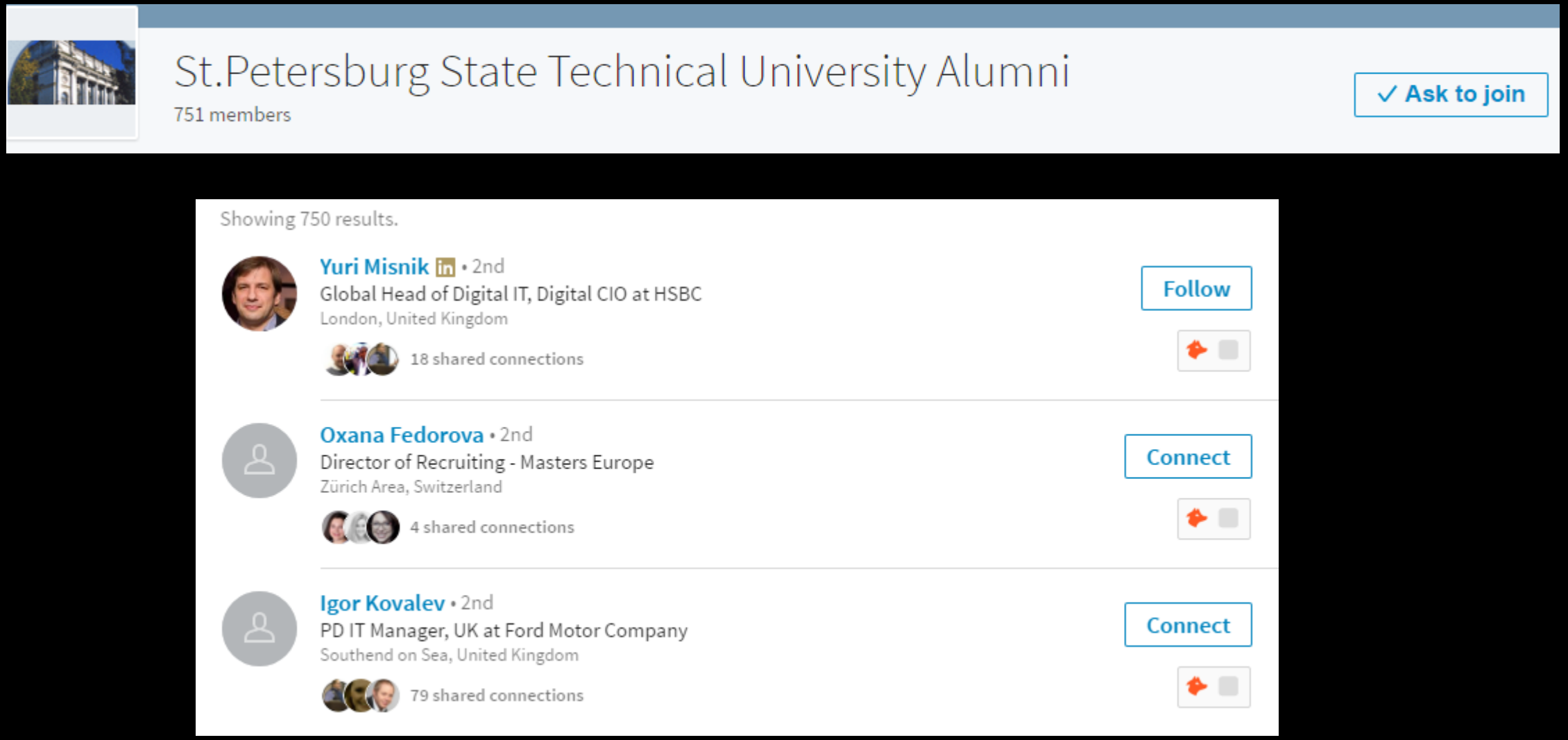
Start by finding the group number



Add it here

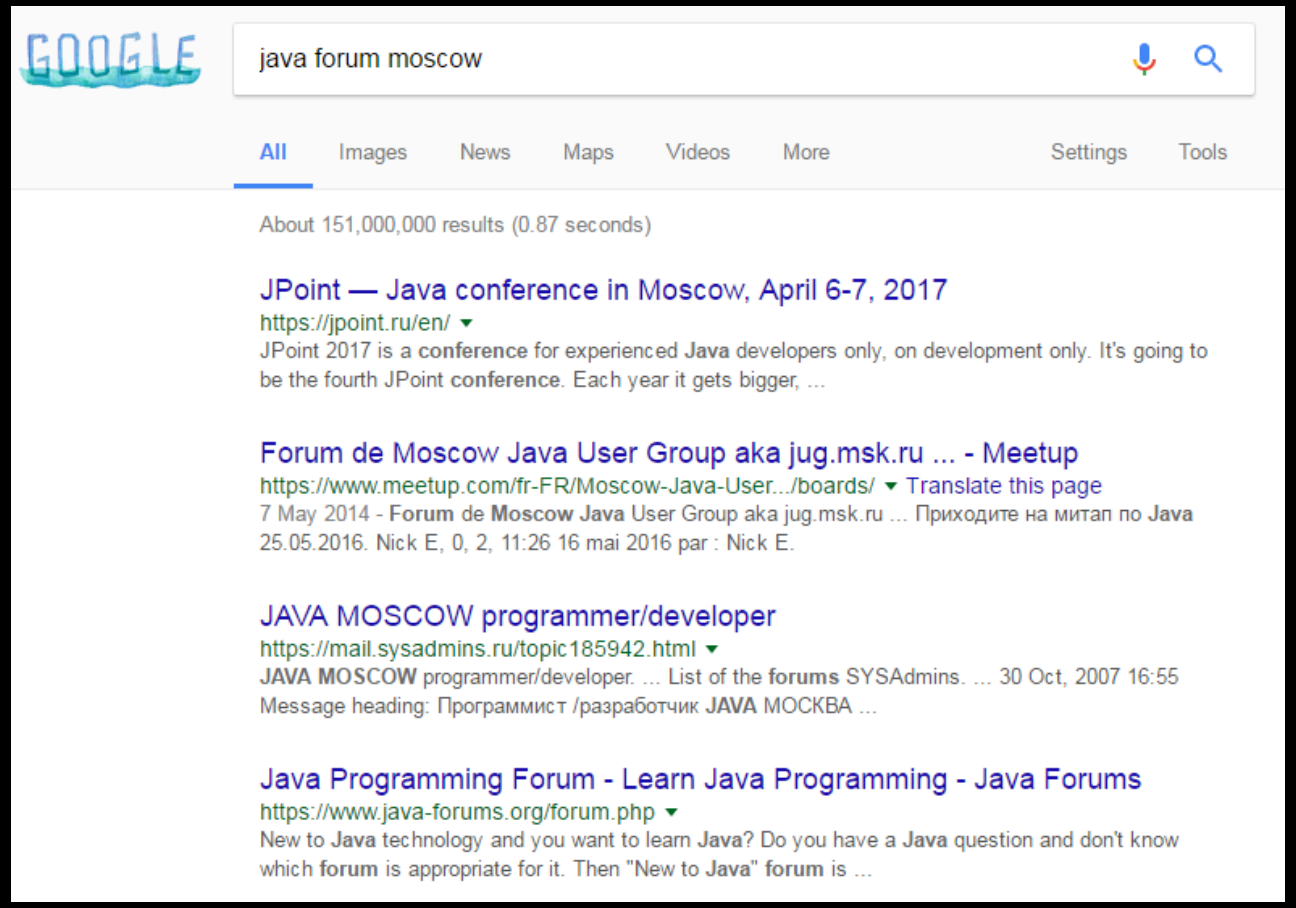
- https://www.linkedin.com/search/results/people/?facetGroup=%5B%GROUPNUMBER%22%5D&origin=FACETED_SEARCH&title=

You can now search any group (and see full profiles)

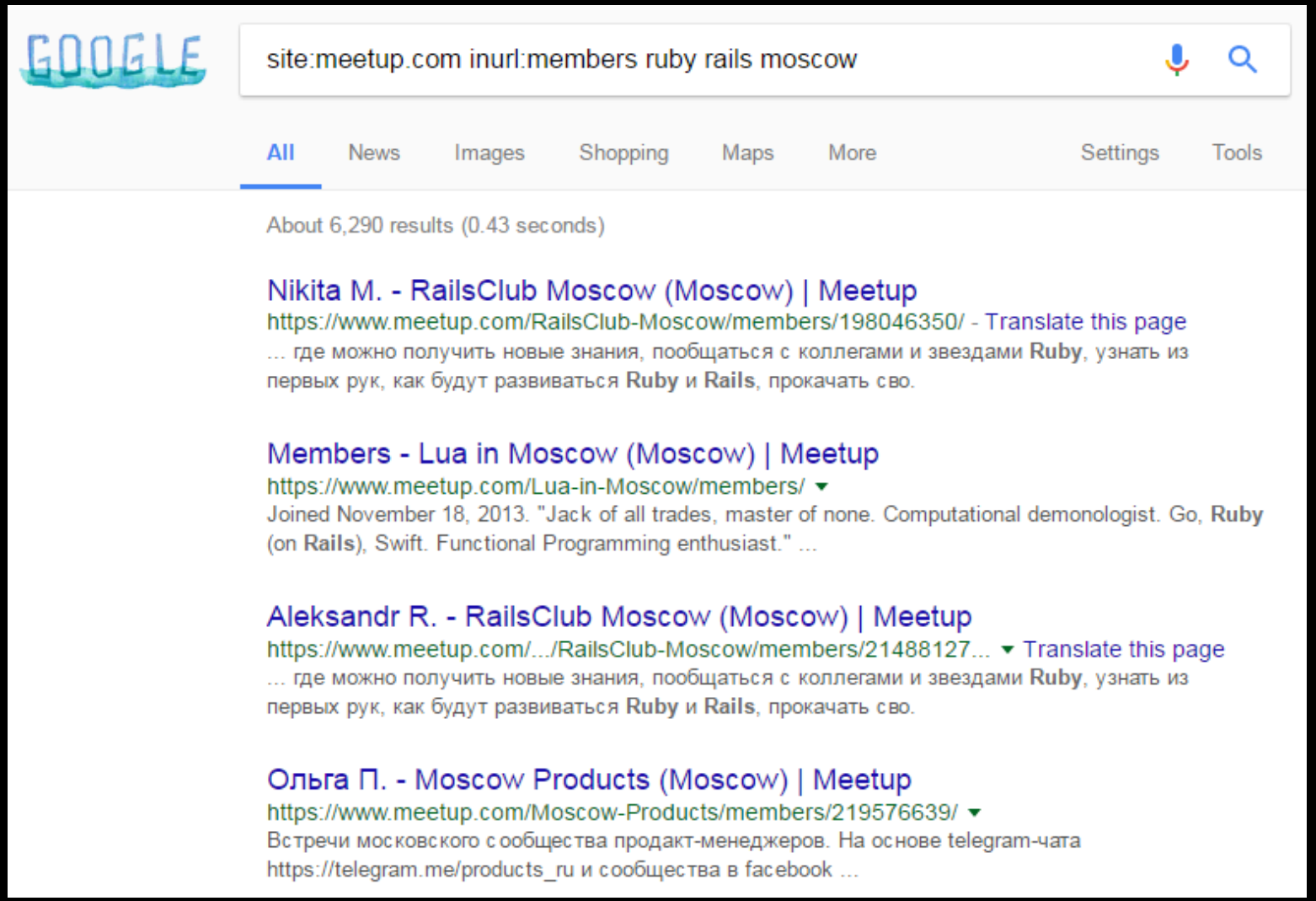


Where else do IT people in Russia hang out ?

IT people like to talk to… other IT people.



Lots of examples



RailsClub Moscow

Home | Members | Photos | Discussions | More | Join us!

Moscow, Russia
Founded Aug 26, 2015

About us...

Ruby programmers 176

Past Meetups 3

Our calendar

Organizer:

Elena Voronina

Contact

Members

All members (176) | The Leadership Team (1)

Sort by: Connection to you | Name | Date joined

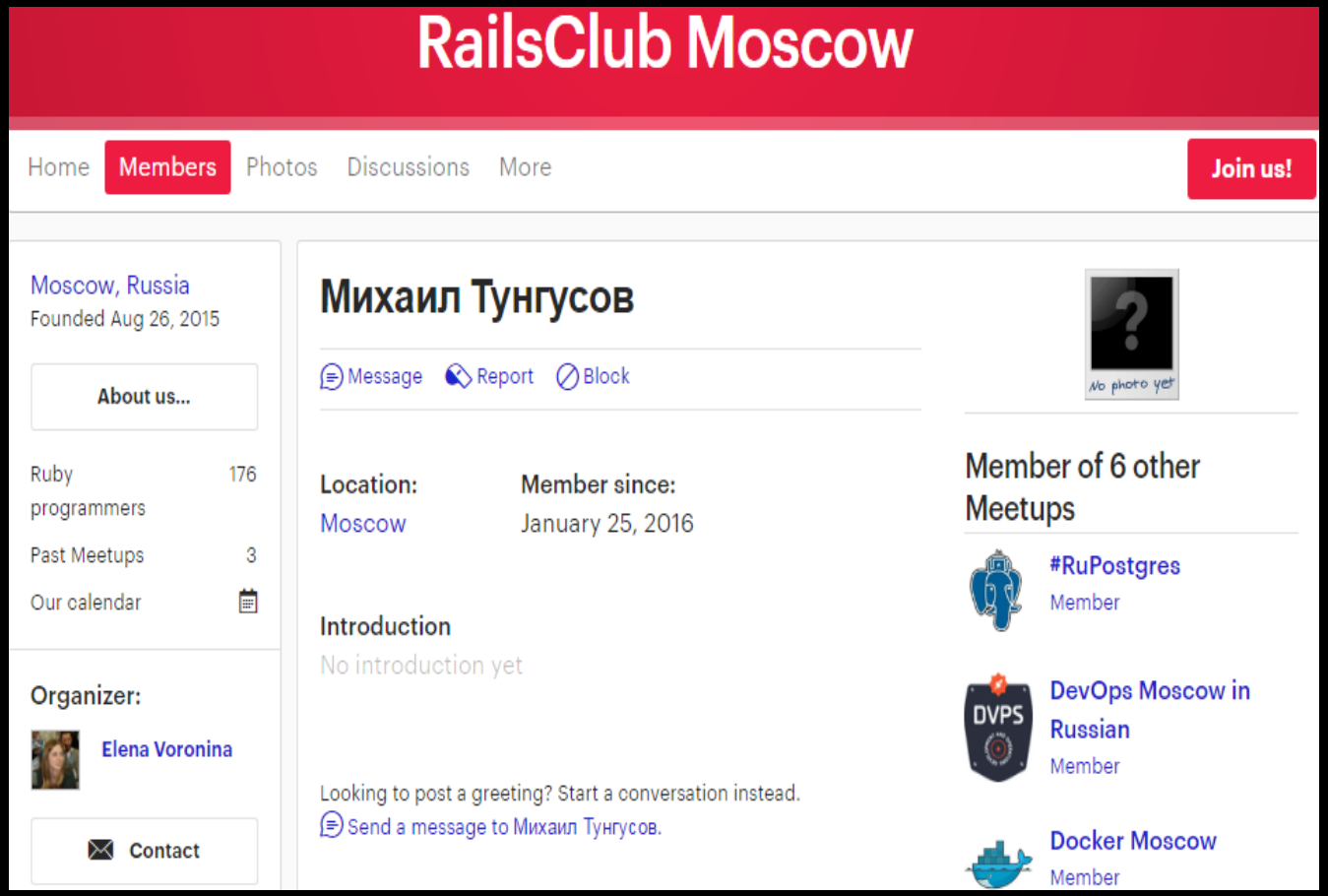
Find a member:

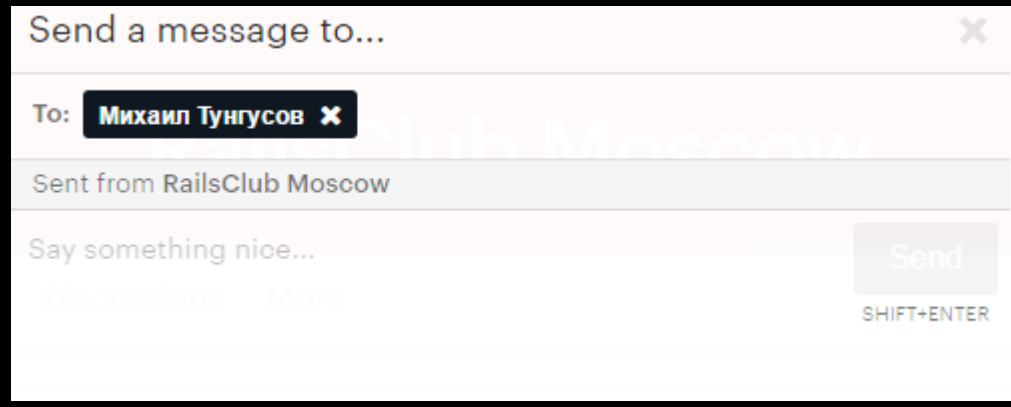
Михаил Тунгусов
Joined January 25, 2016

Ekaterina Gaika
Joined May 9, 2017

Mikhail
Joined May 10, 2017

Some (not all) allow you to message directly

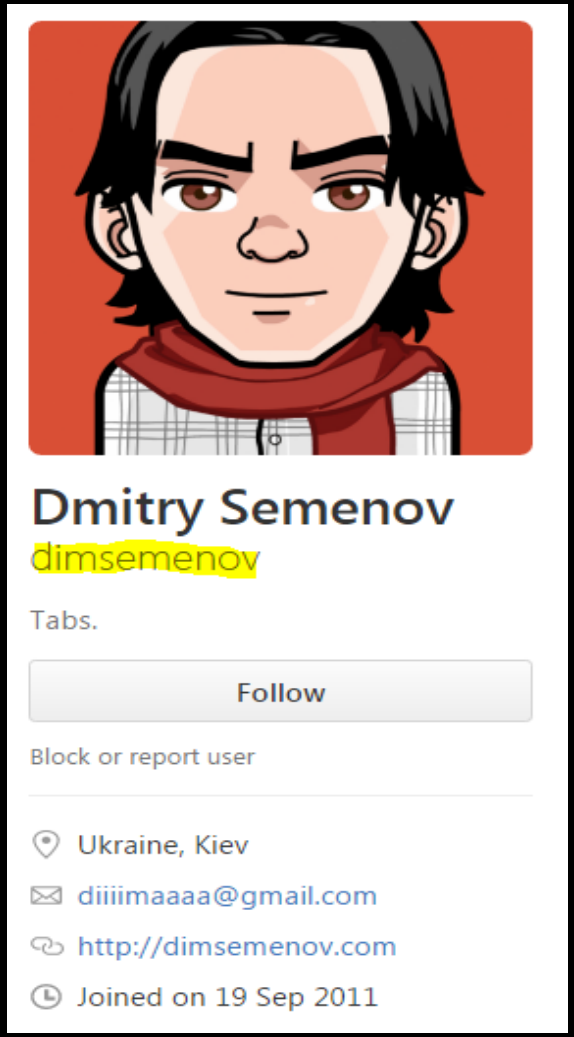




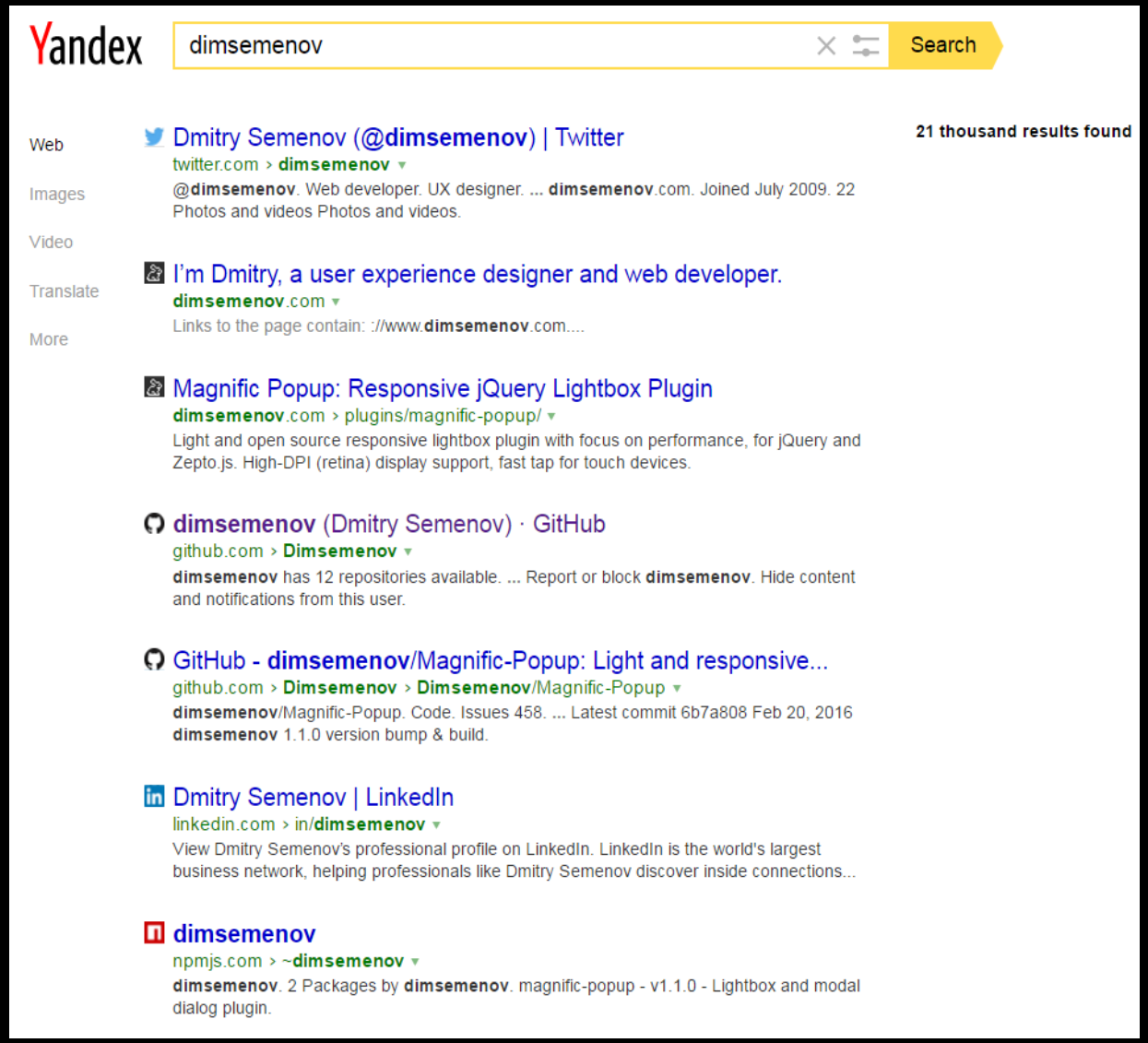
Other ways to get their interest ?

- 1. Send a boring message with details about your job.
- 2. Sponsor their meeting with beer and pizza. Which would work best ?

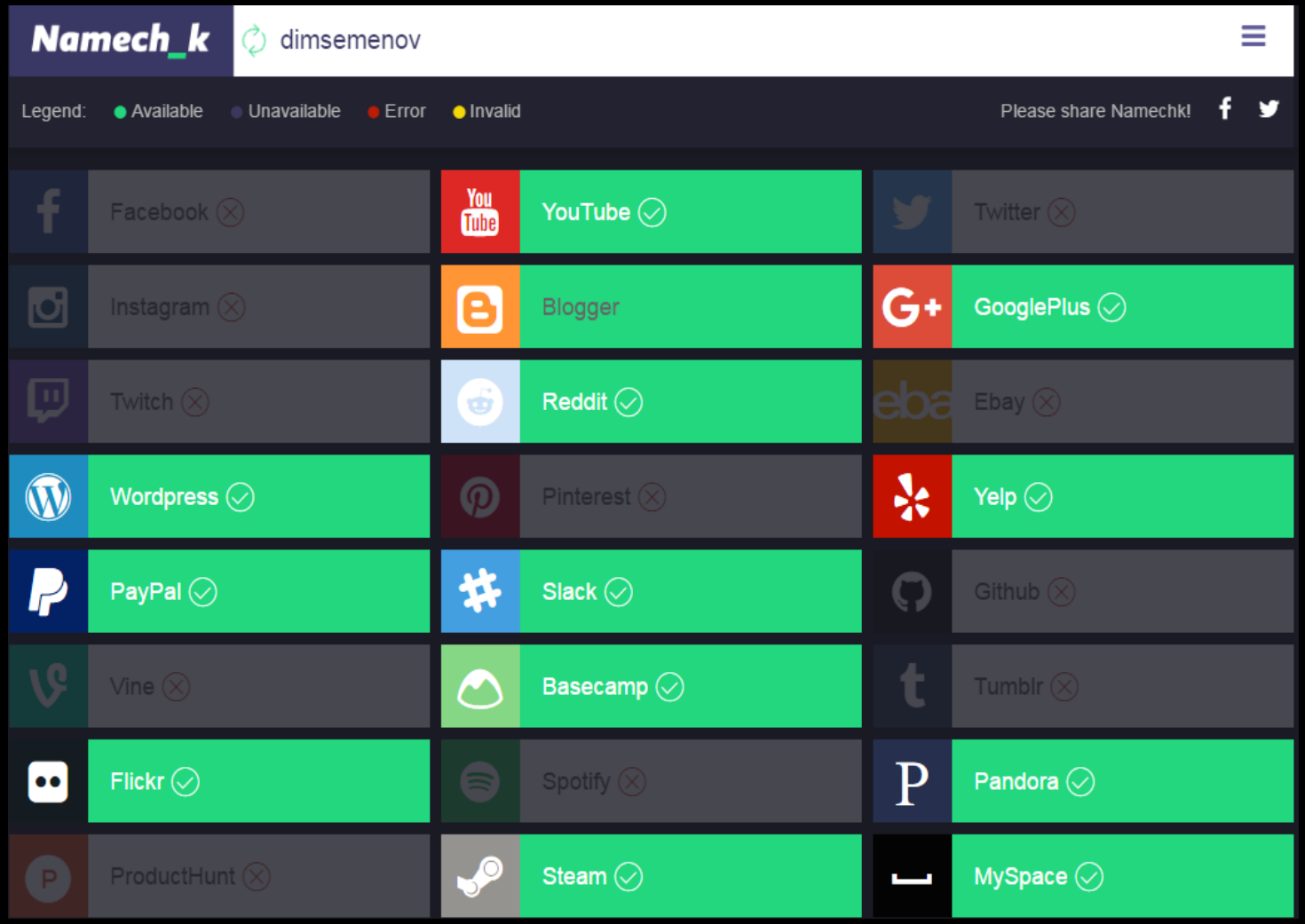
We are creatures of habit (same username)



Just search for it



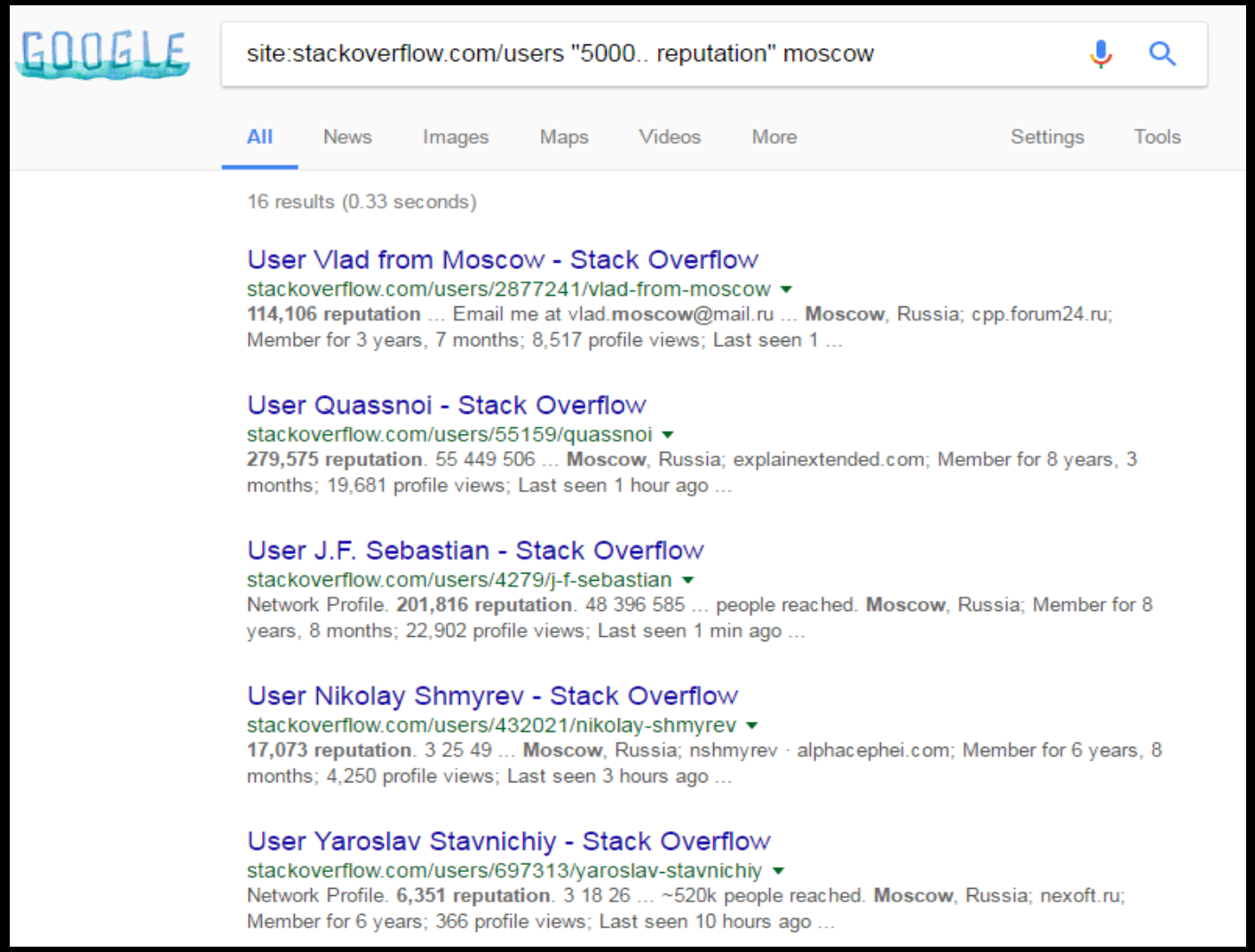
https://namechk.com/



Stackoverflow & Github – do you have a profile ?

- IT people are more comfortable and active here
- Users upload their work and it is rated by others, it means we can search for the best talent.
- Alternative ways to attract (and test) i.e. Code Golf http://codegolf.stackexchange.com/
- Direct contact details (not going into a LinkedIn recruiter spam filter).
- See asked and answered questions
- Gives you a warmer introduction message
- Search within groups

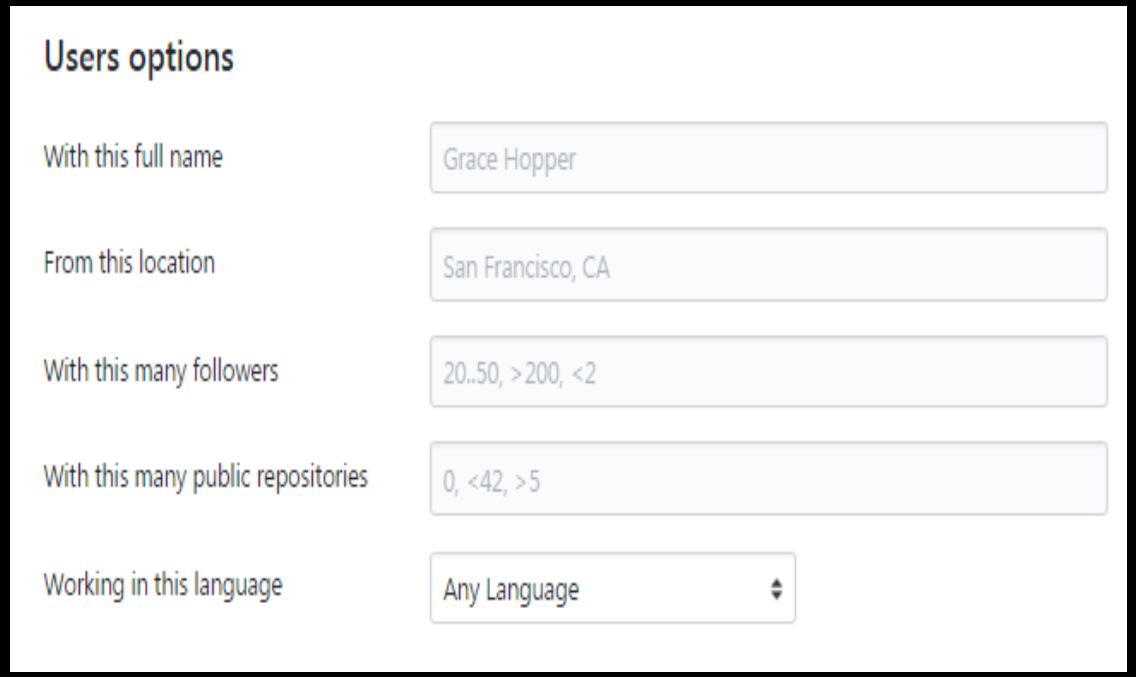
Example Xray search

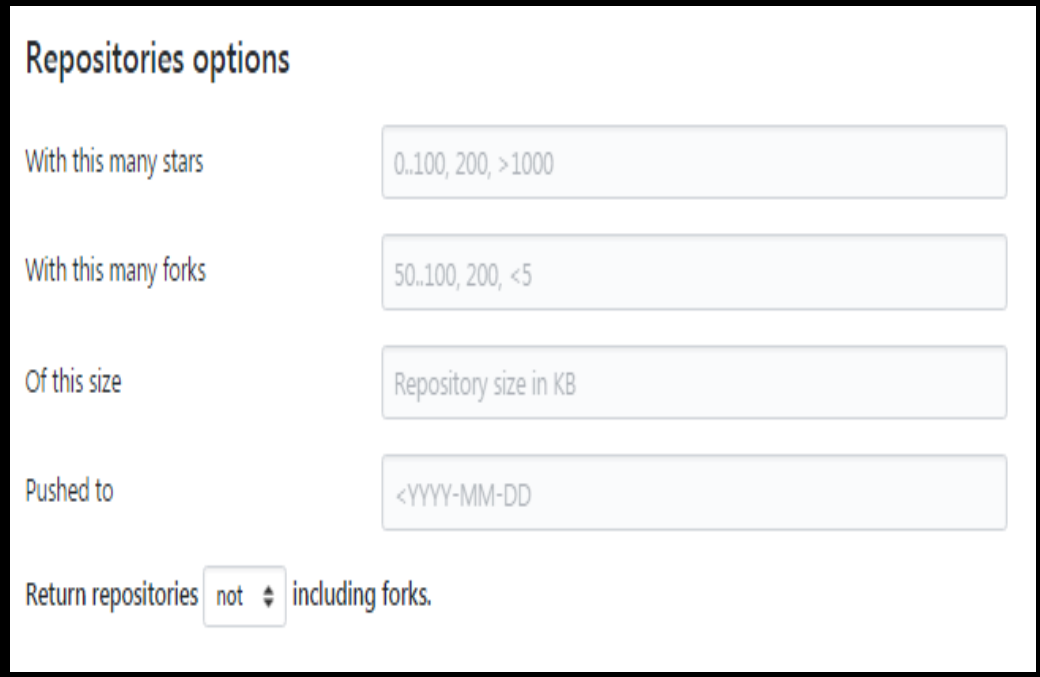


Wow !

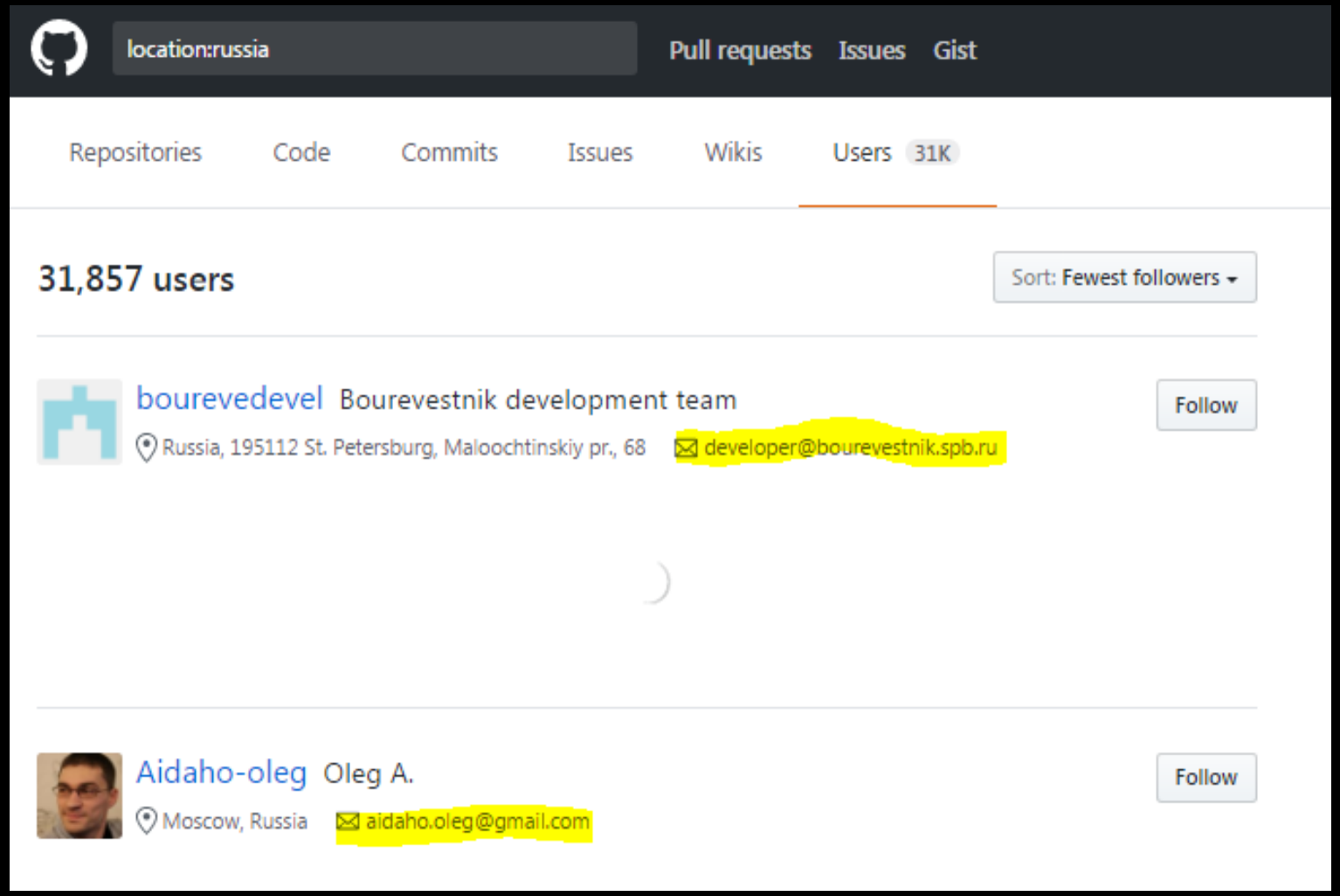
Who is this ?

But a nice internal search too
https://github.com/search/advanced



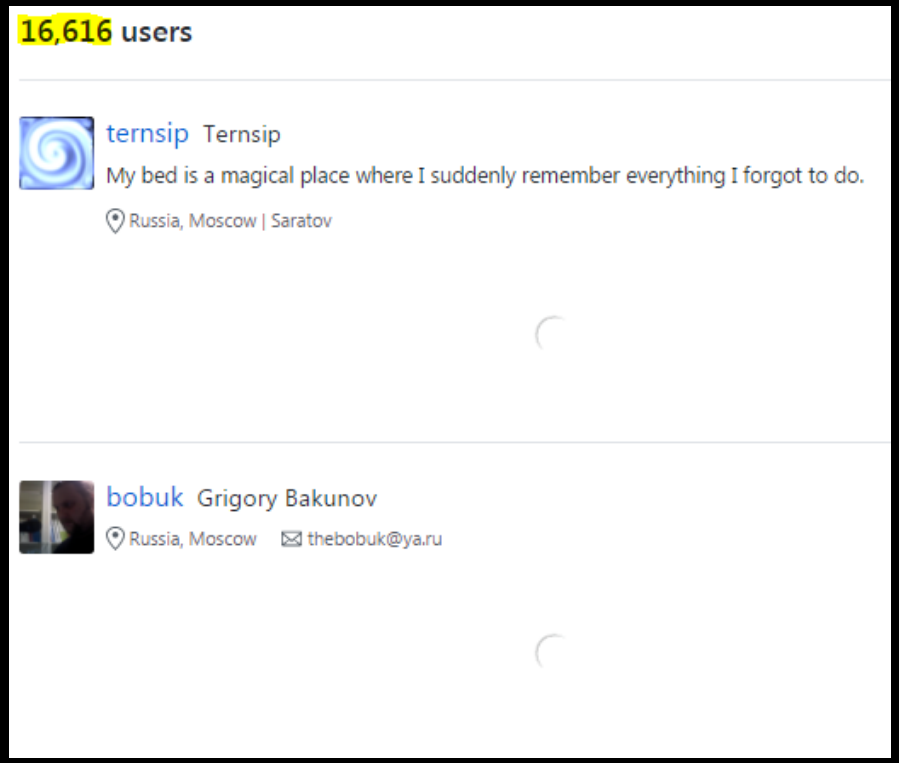


Github (most people give their personal email

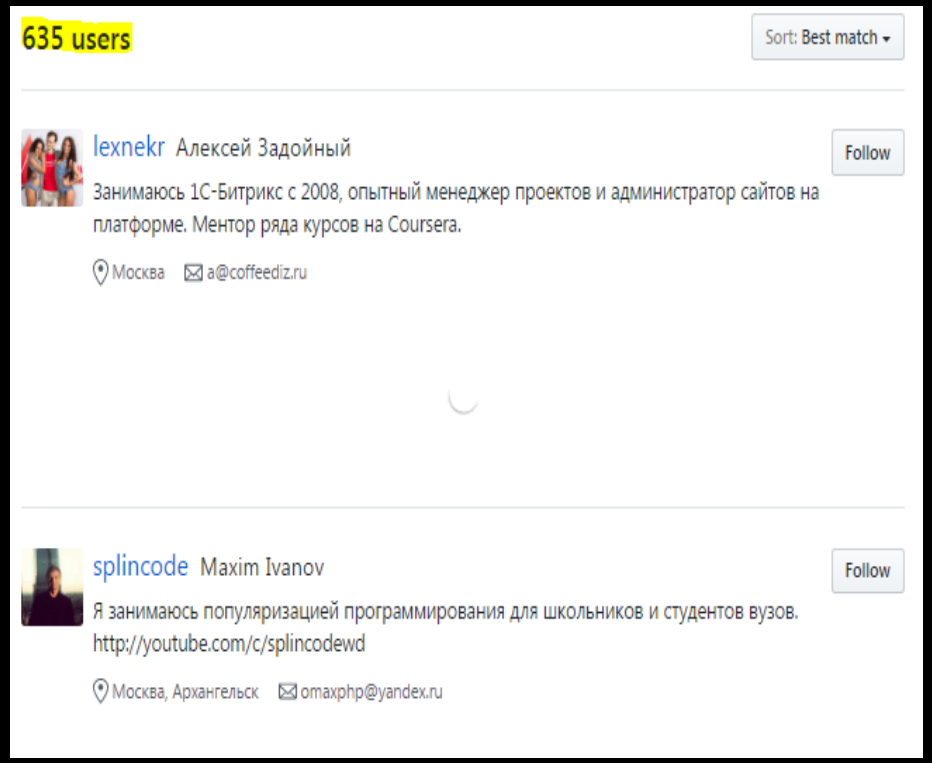


Notice the difference of keywords

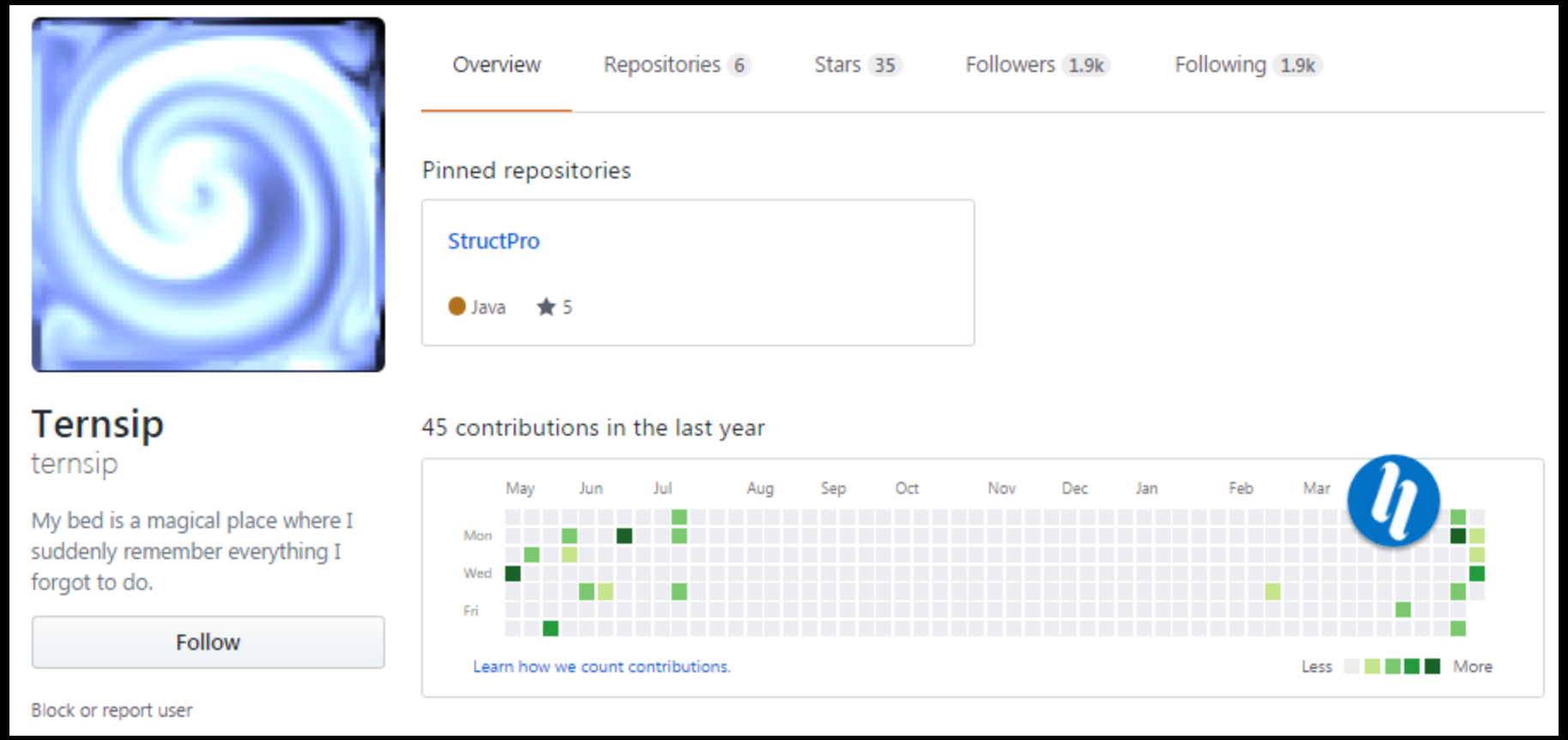
MOSCOW



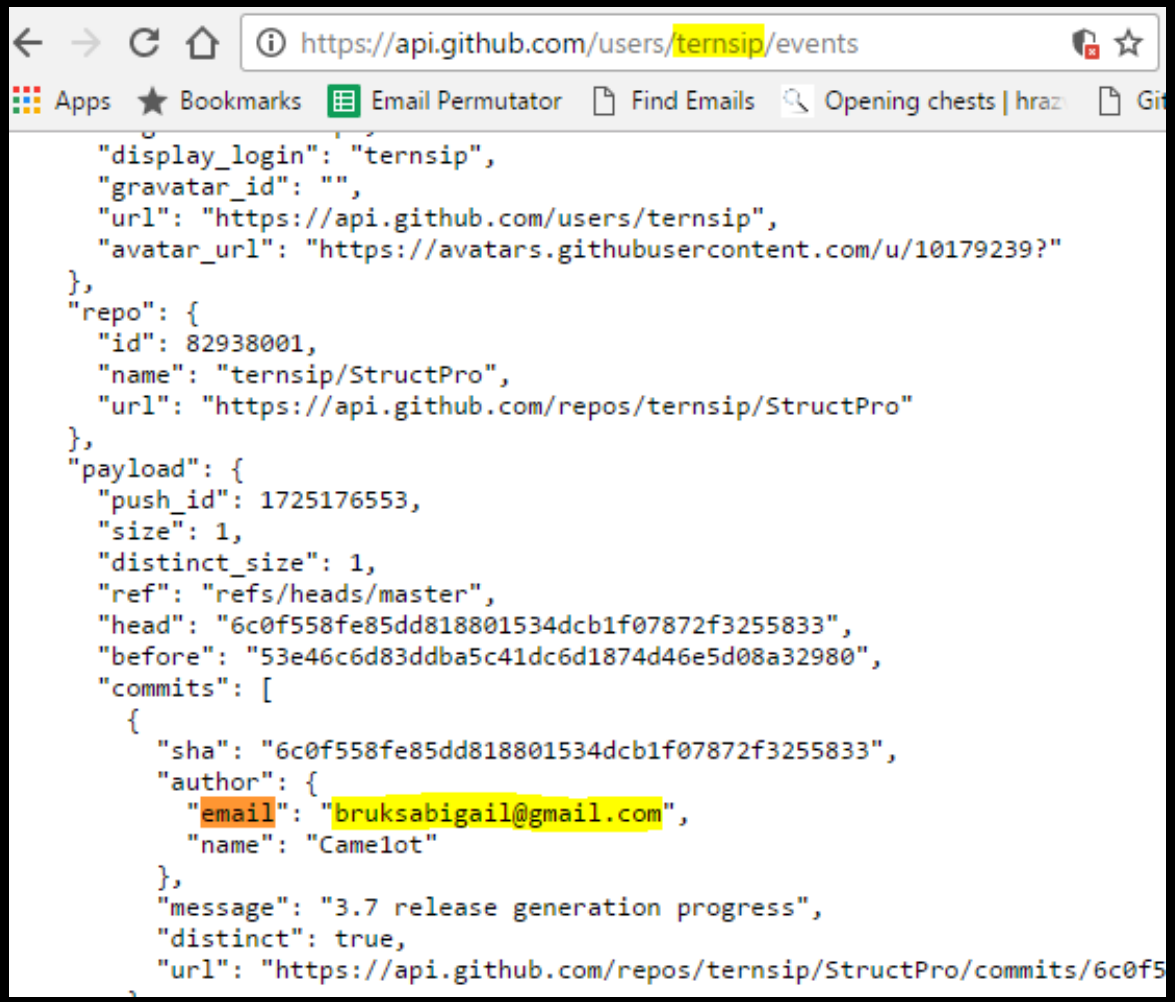
Москва



What about people that don’t give off their email ?

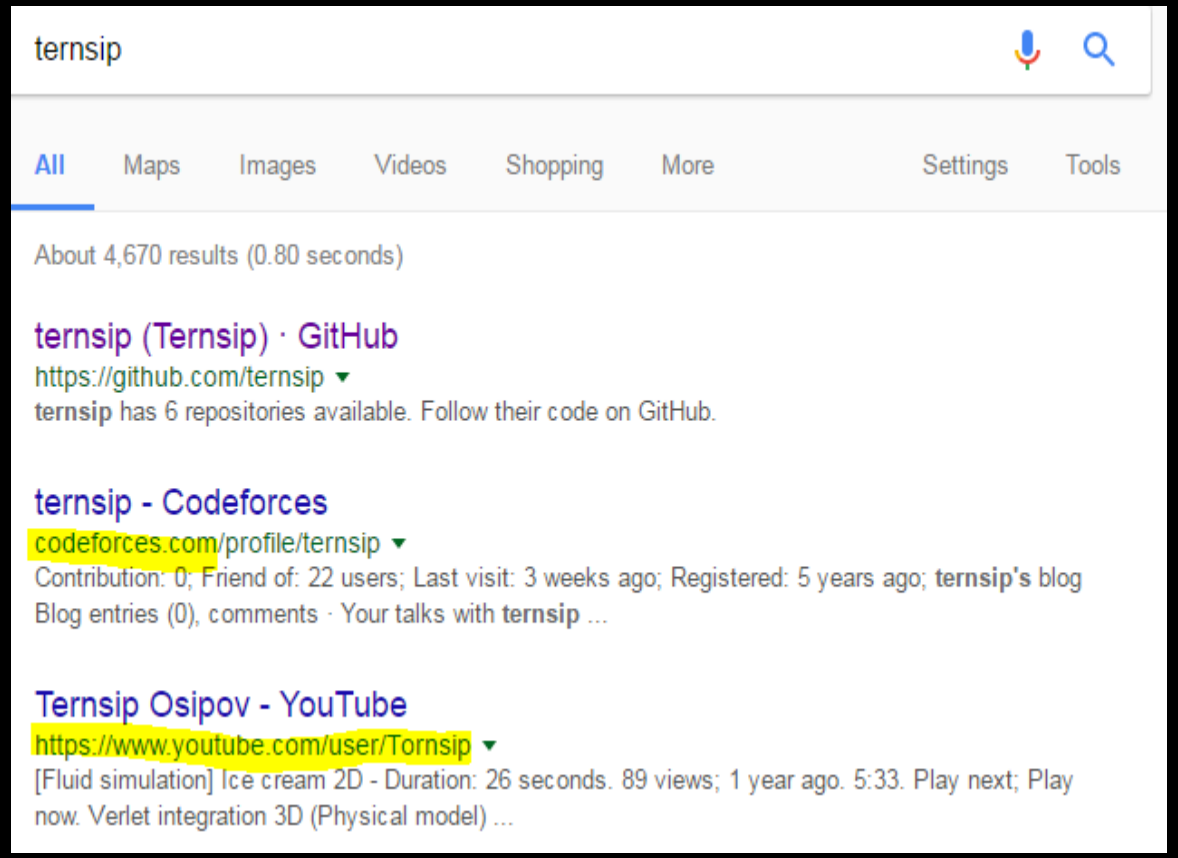


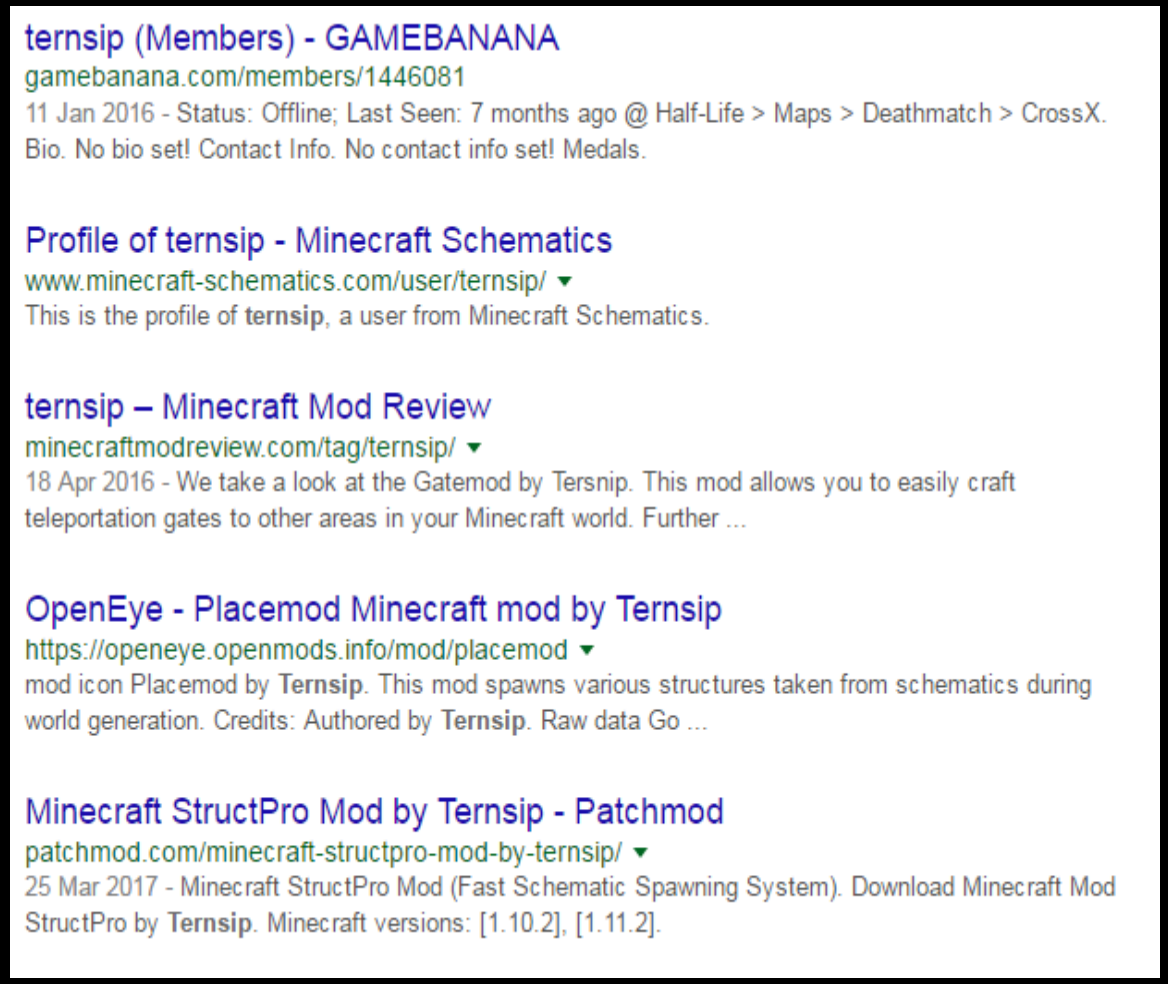
Add their username to https://api.github.com/users/XXX/events



How would a software engineer react if you told them how you did this ? ☺

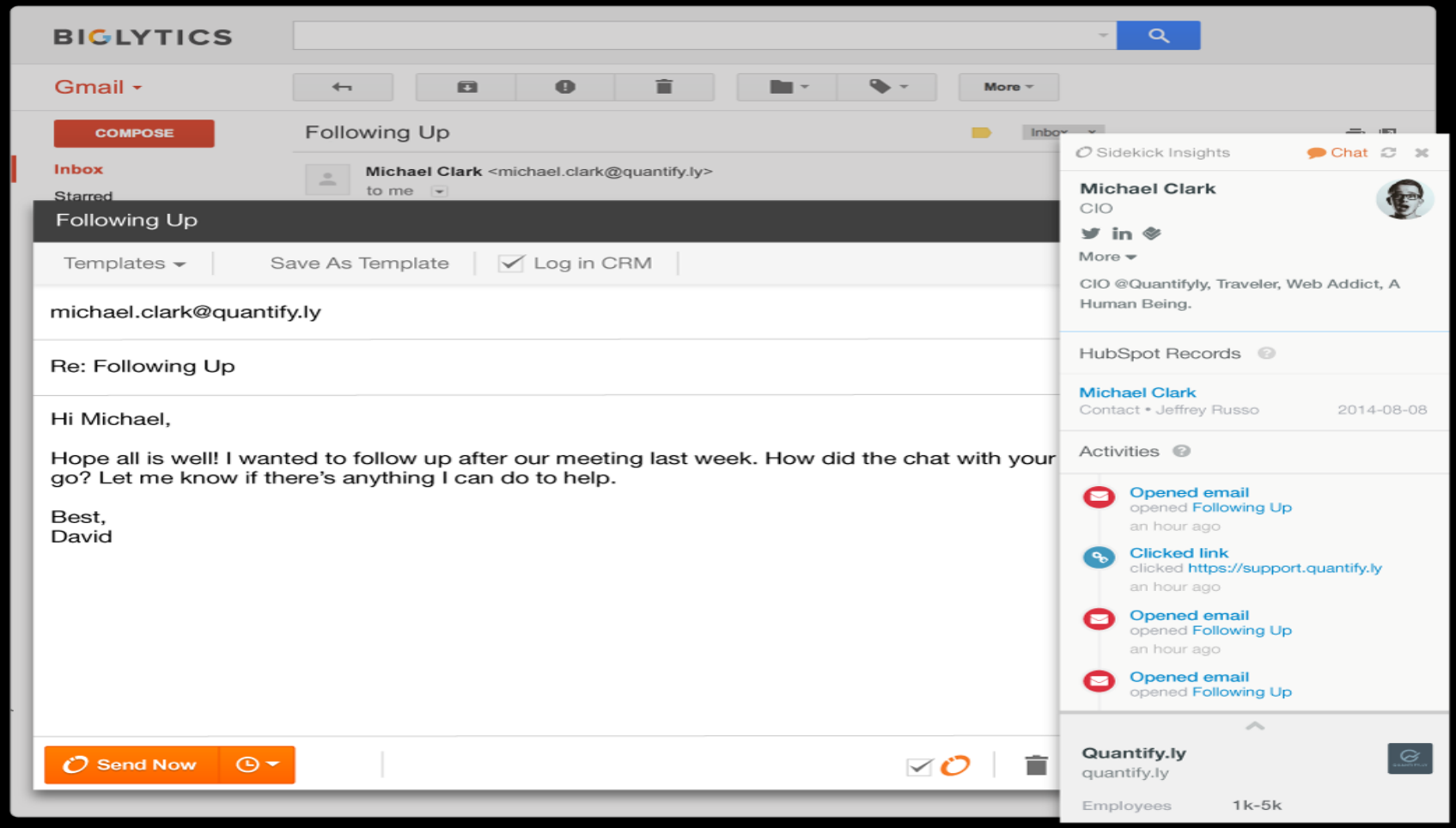
Just Google the username – let's talk Minecraft !





A (few) recommended tools

- 1. Sidekick http://www.getsidekick.com/email-tracking-outlook



Activity Stream

ALL | OPENED | NOT OPENED | CLICKS | REVISITS | Learn wh

Search by keyword

Someone has not opened RE: Urgent contract - Berlin - ReactJS (etc)
Email sent: Today at 15:34

Someone has opened RE: results so far // RE: Brief
OPENED Today at 14:28 in New Jersey, United States

Mute Thread | 2 views (2 in the last two days)

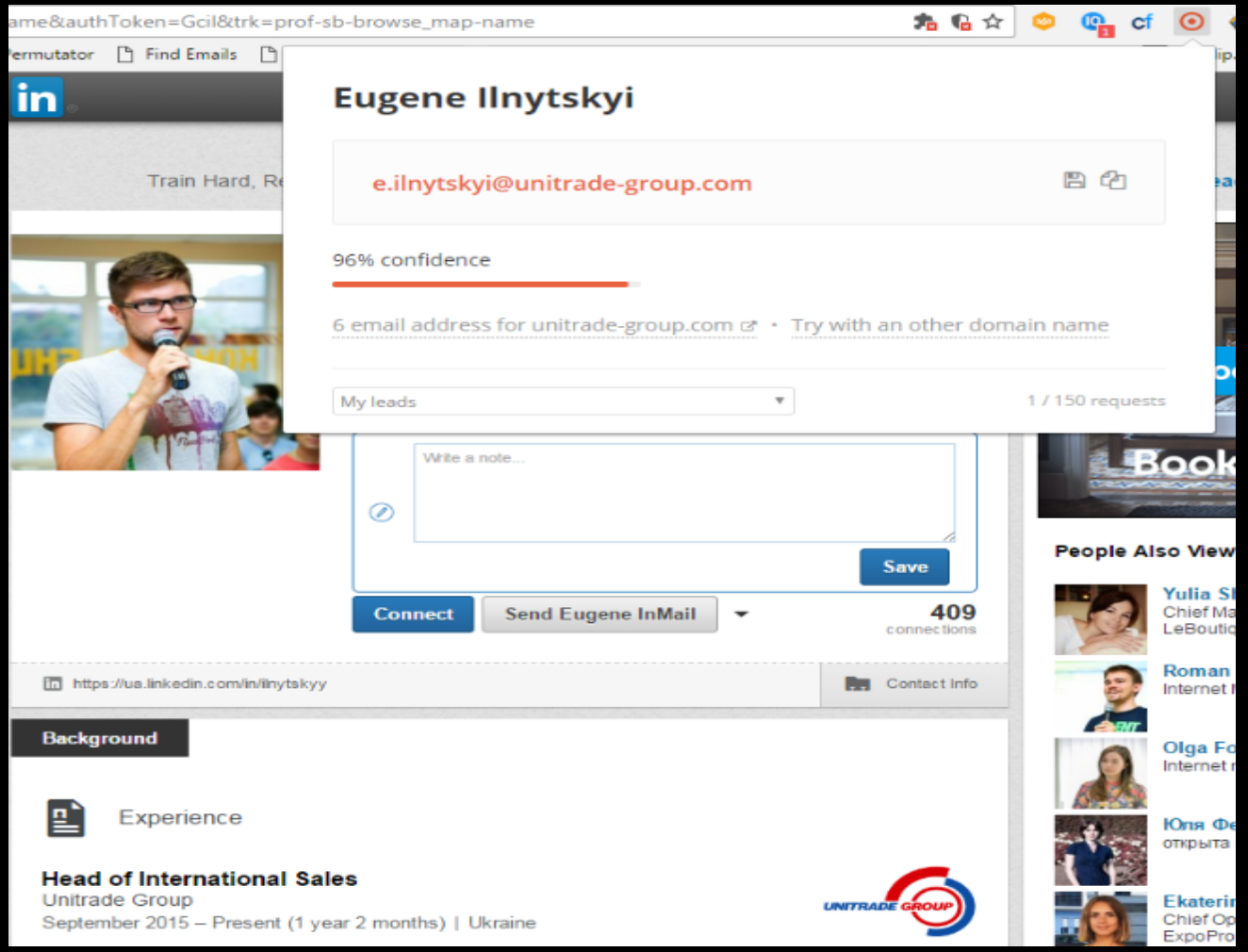
arun.prasad@bankofamerica.com and 1 other have opened Recording - Candidate Sourcing Best Practices Showcase.
OPENED Today at 13:34 in Atlanta, Georgia

Mute Thread | 5 views (2 in the last two days)

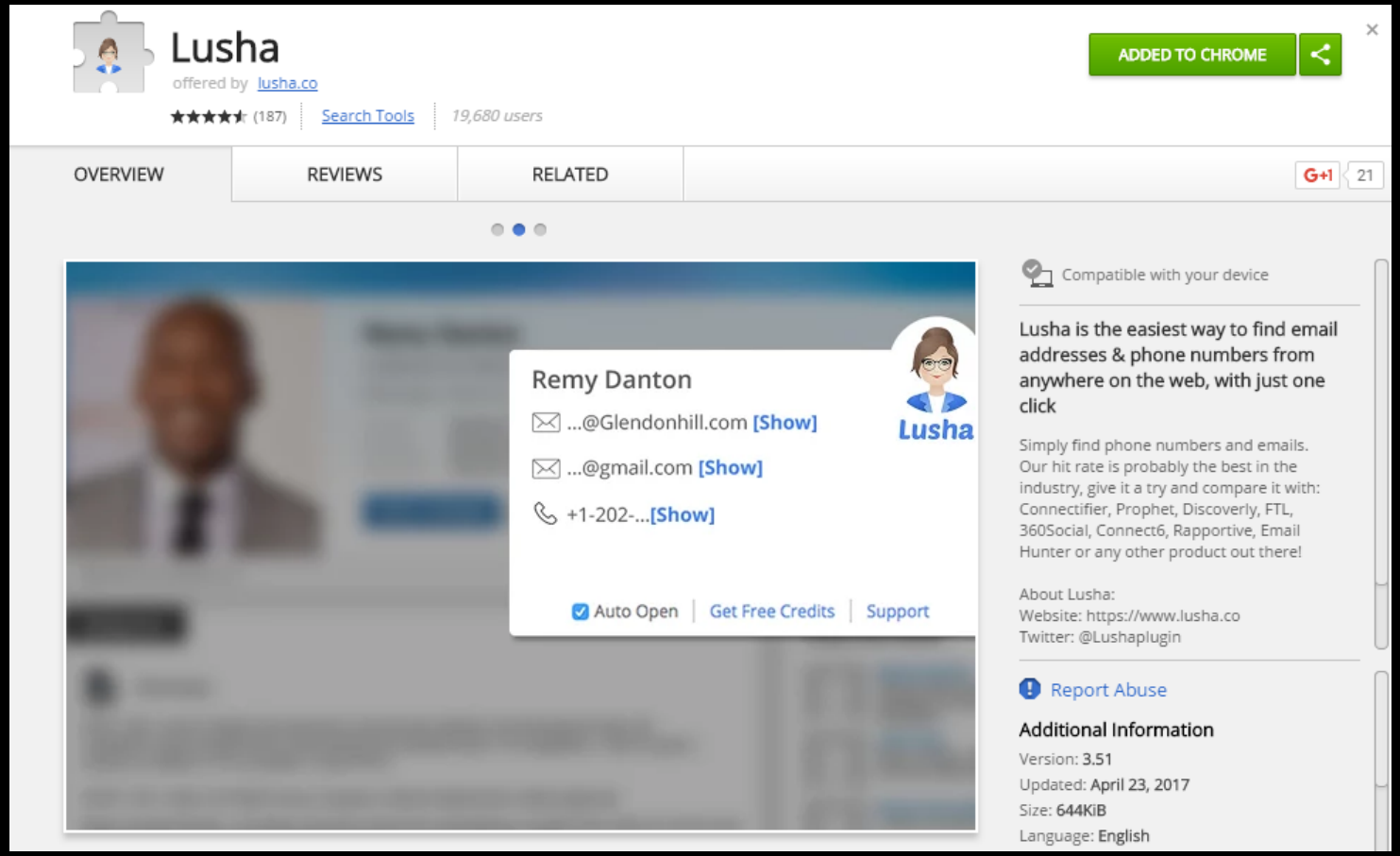
Julian Oates has opened Re: Hi
OPENED Today at 13:13 in United Kingdom

Mute Thread | 3 views (3 in the last two days)

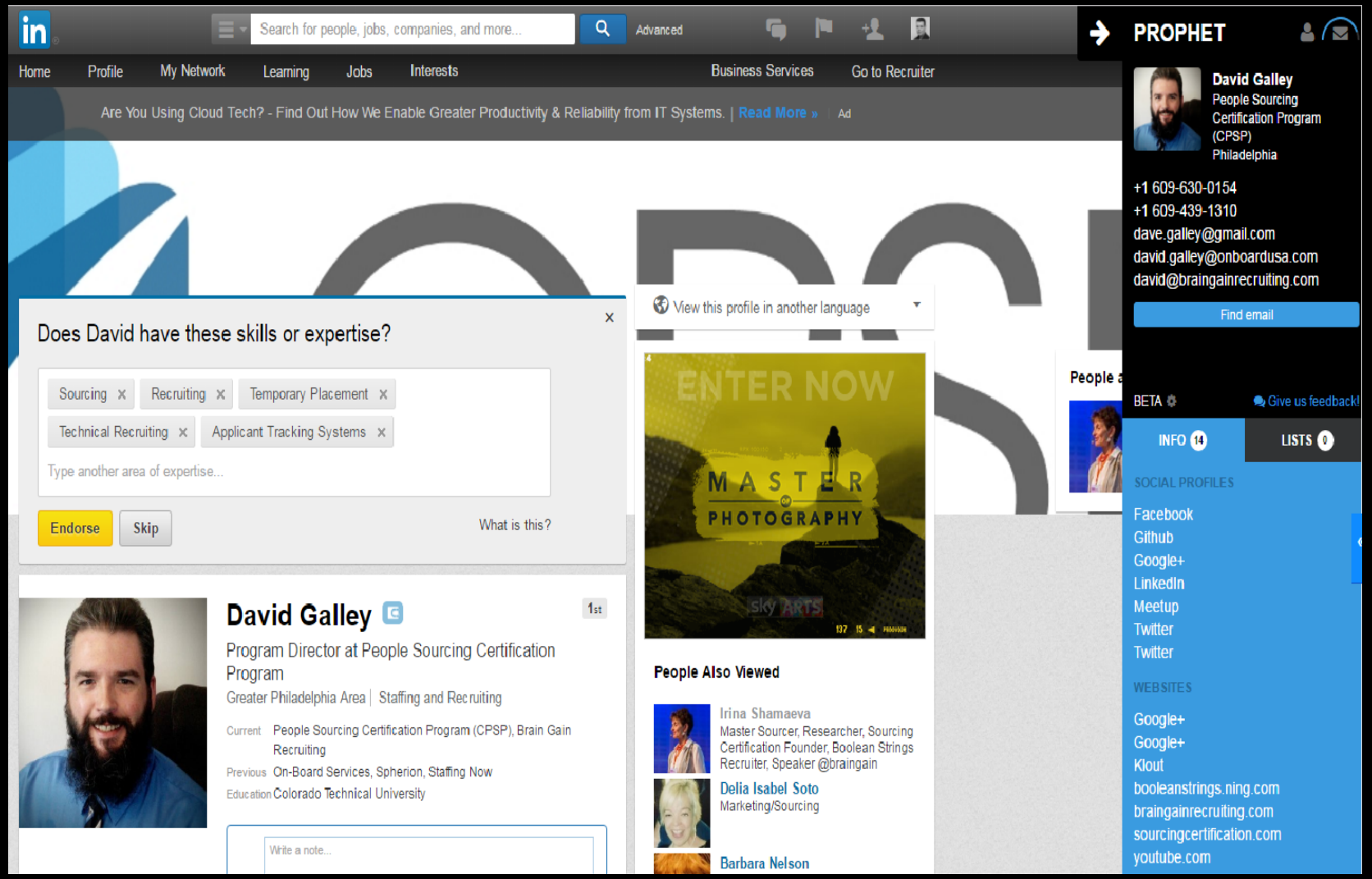
Email hunter
https://emailhunter.co/chrome



Lusha (especially good for phone numbers)



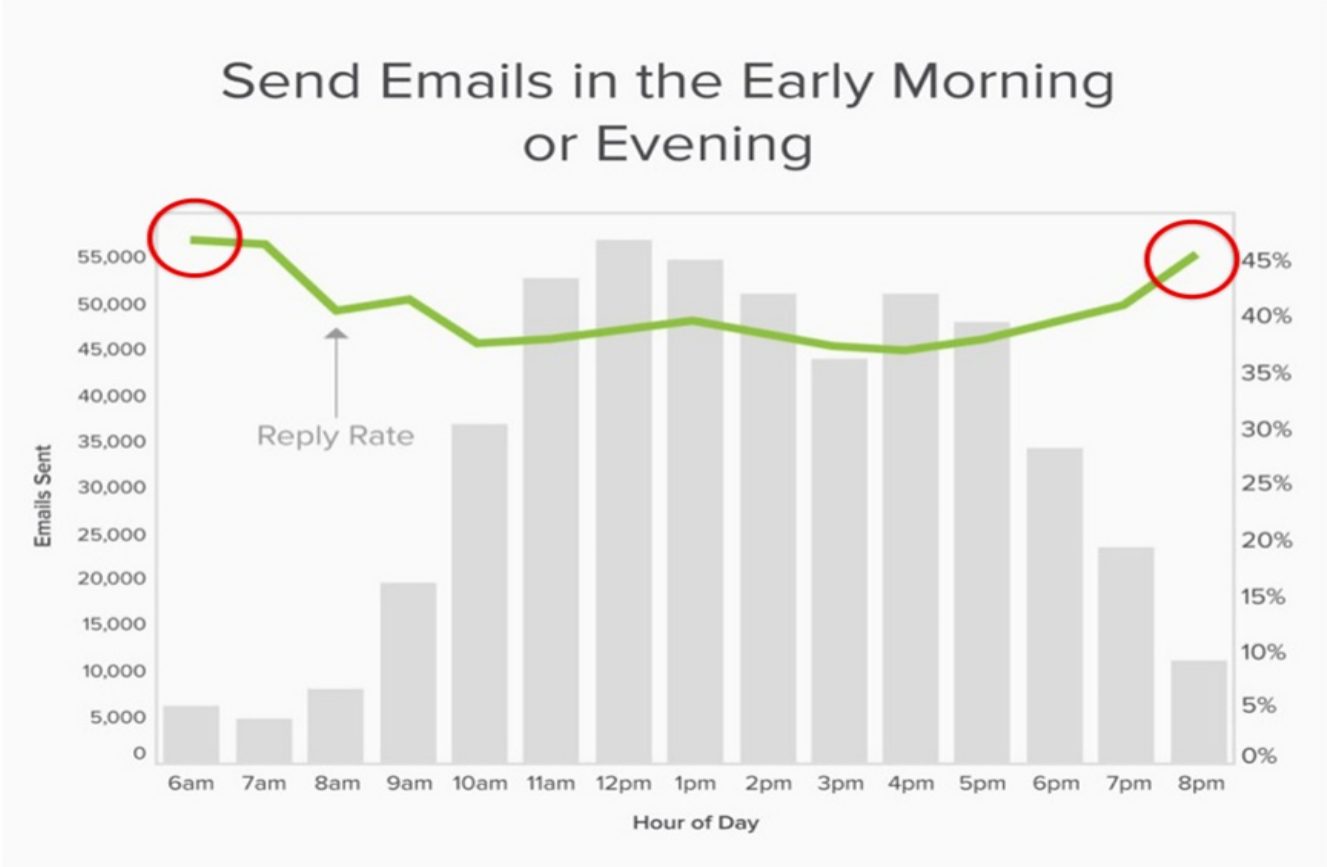
Prophet – http://bit.ly/1WZSroR find emails and other SM sites



Making contact

I am here to challenge the way you do things

Does the time of day matter?



1. In the message, on the *Options* tab, in the More Options group, click *Delay Delivery*

2. Click *Message Options*

3. Under Delivery options, select the *"Do Not Deliver Before"* check box, and then click the delivery date and time that you want

Western recruiters are doing this ...

Weston Fillman
People Operations at Google | Admissions Consultant

7/13/2015, 2:54 PM

Singing Badly @ Google

Hi Paul,

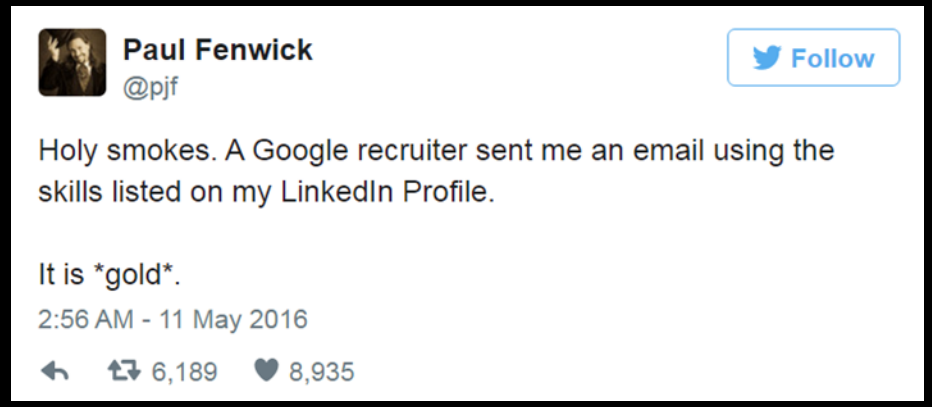
Hope you're having a good week! My name is Weston and I'm writing from People Operations at Google. I was doing some research and noticed that some of my colleagues hadve reached out to you in the past. I'd love to find the right fit for you within Google, given your experience in Nyan Cat costumes, system architecture, Perl, and talking like a pirate. I must admit, telling people on the Internet that they're wrong is one of my favorite things to do as well. If you're open to chat about a new opportunity, let me know and we can find some time to chat.

Thanks Paul! Looking forward to hearing from you and have a great Monday viewing lots of pictures of cats on the internet!

Cheers,

Weston

Weston Fillman
People Operations at Google | Talent Acquisition



Paul Fenwick
@pjf

Follow

Holy smokes. A Google recruiter sent me an email using the skills listed on my LinkedIn Profile.

It is *gold*.

2:56 AM - 11 May 2016

6,189 8,935

Without an interested candidate we have nothing

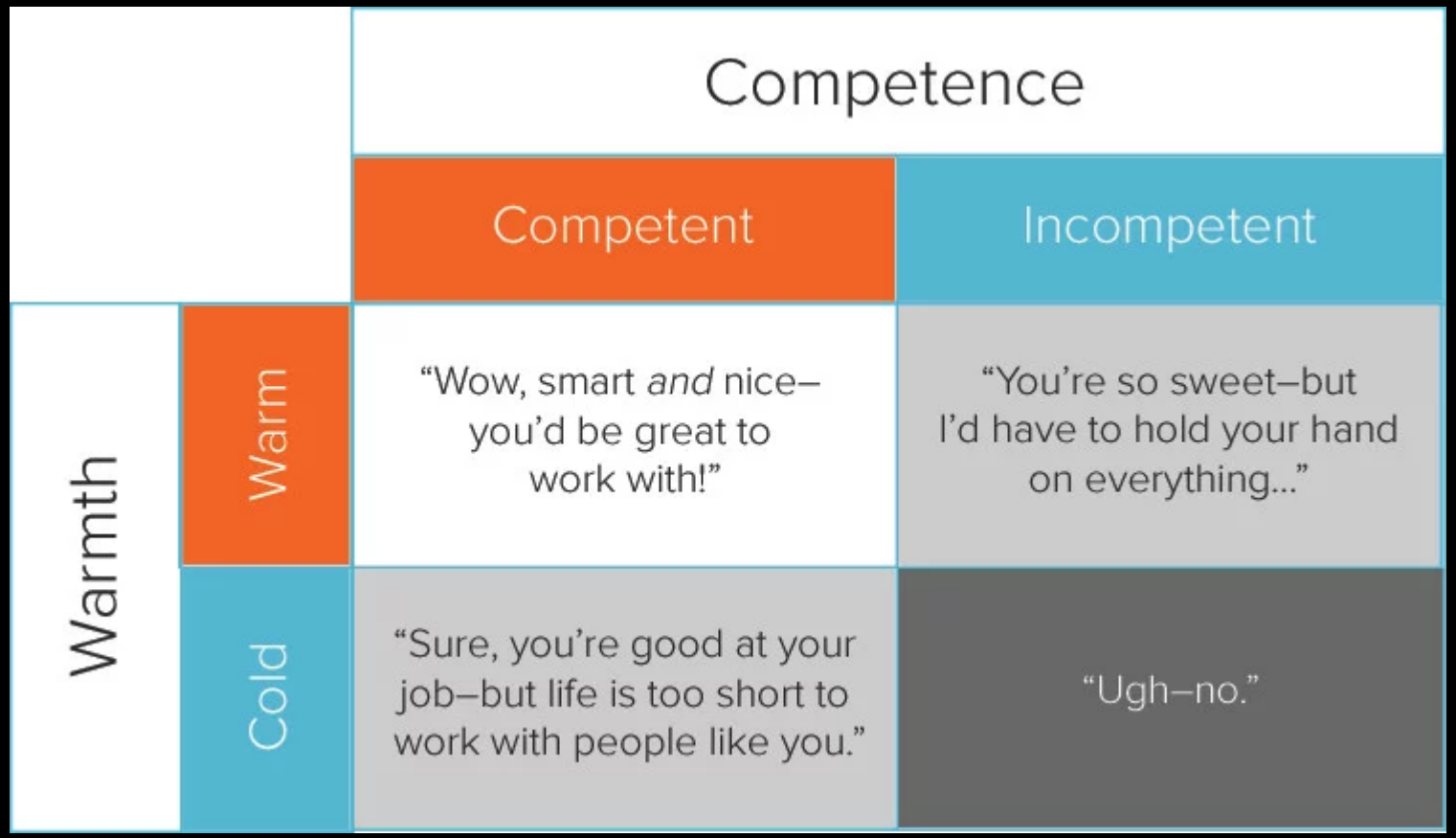
- How are you going to contact?
- What? Talk about you, the job or them?
- When?
- What is the objective of your message?
- How would you respond?
- How many times before you give up?

HOW EASY IS IT FOR THEM TO IGNORE YOU ?

“the best subject lines tell what’s inside, and the worst subject lines sell what’s inside”

- “First name, I want to talk about your experience of implementing XXX at XXX”.
- “First name, are you working on XXX version of software?”
- “Is working at XXX company a good location for you ?”
- “First name, do you get to pick your own hardware at XXX company”
- [Insert person’s name] referred you – heard you were an unbelievable developer.

Warmth AND competence



Listen don’t tell.

- To hire someone there needs to be a match on both sides.
- If you only tell them about the job you can not overcome objections, build a rapport or make a match.
- You are damaging your brand (even if others do it).
- The purpose of your first contact is only to have a conversation.
- Less is more. Make it personal.
- “I’m not looking”. Most of the people I talk to aren’t either.
- FOMO – don’t tell everything, make them curious and want to respond.
- Be human.

Blog http://booleanstrings.com

Largest Sourcers’ Online Community
"Boolean Strings" Group on LinkedIn
Boolean Strings Network

People Sourcing Certifications
http://sourcingcertification.com

Tools list http://booleanstrings.com/tools/