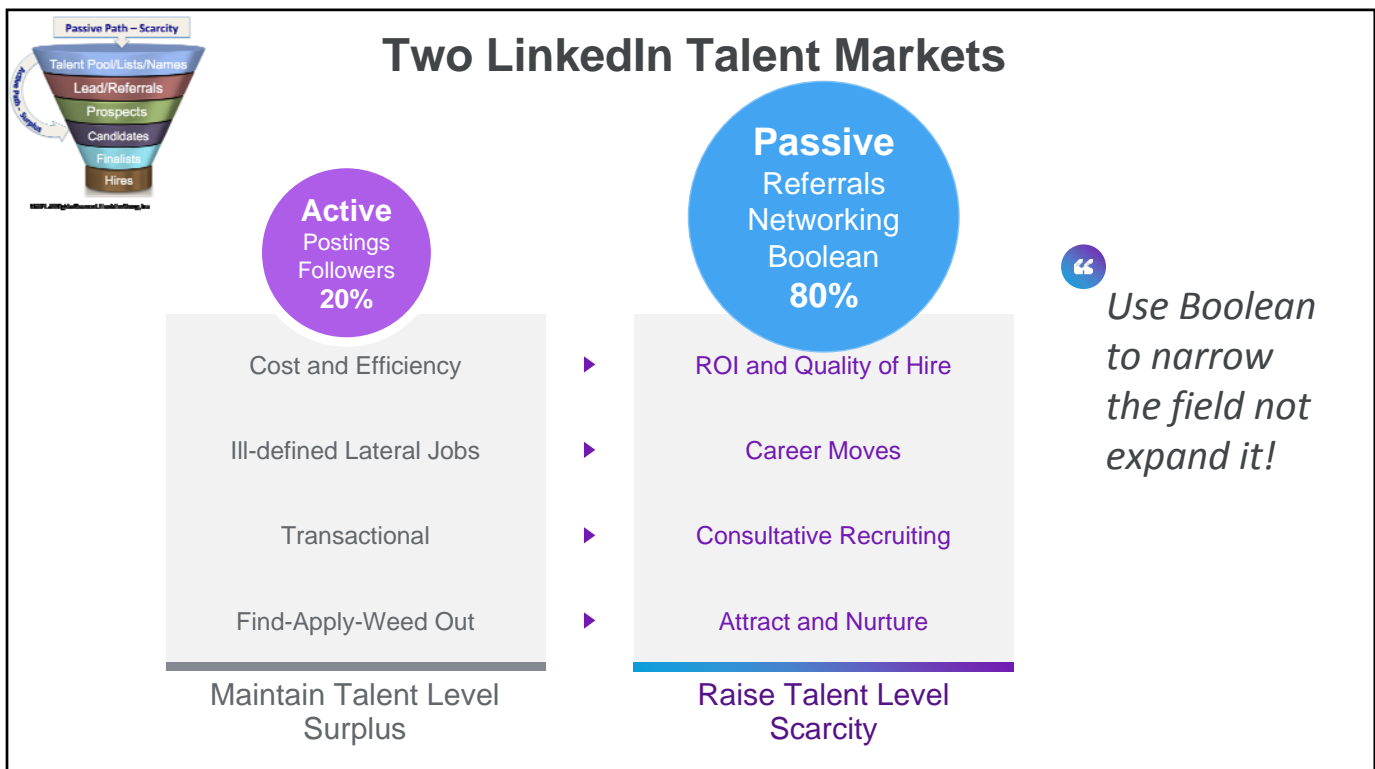


LinkedIn Recruiter Master Class

Extreme Networking Using LinkedIn Recruiter *Passive Candidate Recruiting*

Lou Adler

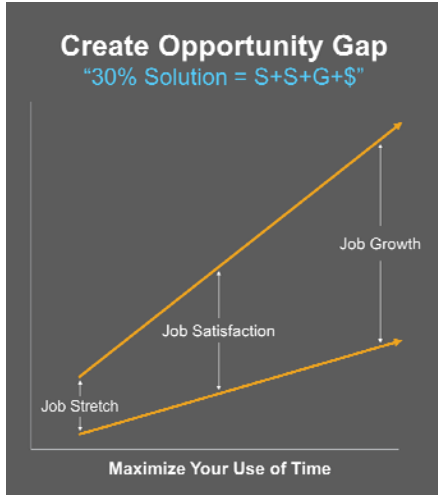
CEO and Creator of Performance-based Hiring
Author – *Hire With Your Head, The Essential Guide for Hiring & Getting Hired*
The Adler Group, Inc. – Performancebasedhiring.com



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Recruiting & Hiring Passive Candidates

30% Solution – Consultative Recruiting – Warm-up for Needs Analysis



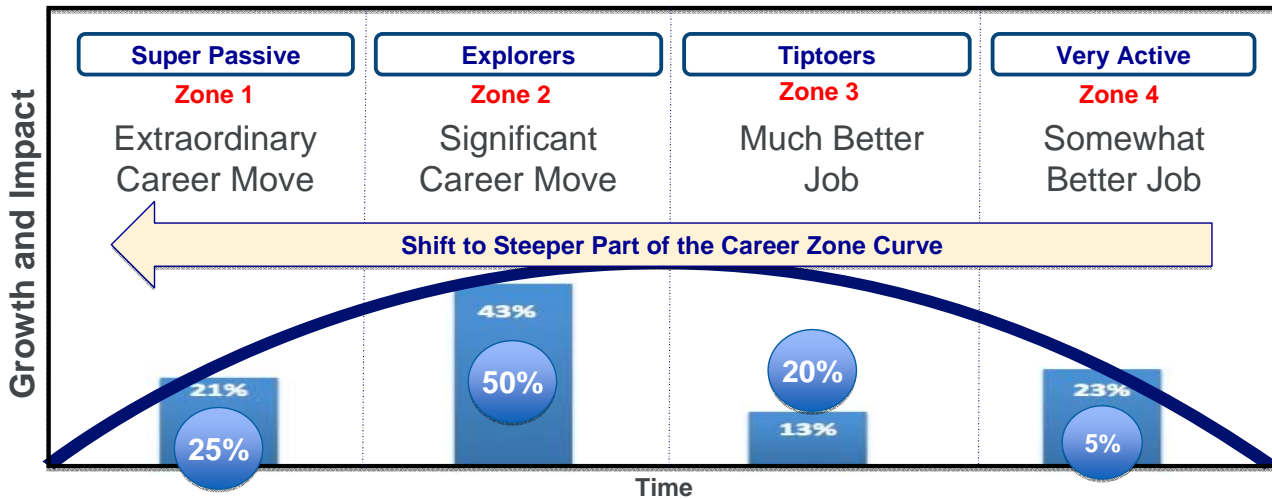
Understanding the Candidate – Career Zones

Time is Your Most Valuable Asset

40% - Networking

40% - Email/ERP

20% - Ads



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Time is Your Most Valuable Asset – Maximize Use

There's Often More Risk in Not Changing Jobs



(UX OR UIE OR UI) designer Advanced • Saved / History

United States Postal code: 95110 Within 50 mi (80 km)

Recruiting Activity

- All people
- People without
- People with

- Any activity
- Messages
- Notes
- Tags
- Projects
- Reviews

Within: Past 3 months

19,762 results

Supply vs. Demand

Job Density =
(20% of # Candidates) / # Jobs

$$19762 \times 20\% / 6548 = .60$$

Clue: < 2 requires different approach

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Top 25% Dual-track Sourcing – Candidate Persona

Short List: Direct via Boolean and Email and Indirect via Networking

Key Factors to Consider	Comments
The Basics	
Candidate's job-hunting strategy and intrinsic motivator	Leaving, going-toward, internal vs. external motivator, individual vs. team.
Career Zone. Active vs. passive phase. What is the candidate looking for in a new job?	Passive, Explorer, Tiptoe, Active. Career move vs. lateral transfer.
Types of jobs previously held	Where did candidate start and how did/he she move?
Direct and functional competitors	Consider industries or companies where person would obtain similar experience.
Comparative titles	Consider all types of titles including those that are more generic.
Direct Sourcing – Searching directly for the ideal candidate.	
Achiever and recognition terms	Terms a person would have on profile that indicates remarkable effort.
Professional societies and groups	Include honor societies and groups to join.
Demographic or diversity terms	Consider groups, pronouns, programs, organizations, colleges.
Basic keyword set	Highlight the essential few.
Indirect Sourcing – Who knows the ideal candidate?	
Build a 360° network of co-workers	Describe the types of people the person would work and interface with.
Employee referral program	Consider who in company would have worked with the person.



How can I find my candidate?

- Top 25% terms
- “Master” skill terms
- Action-based terms
- Group terms or related specialties



Who knows top 25% candidates?

- Vendors, customers, co-workers
- Advisors, mentors
- Search on 1st degree connections
- POINT: Referrals call you back!

Adler's Passive Candidate Recruiting Rules

Only work with the top 25%

Get the candidate to sell you

Sell the discussion, not the job

Control the conversation

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Extreme Networking Using LinkedIn Join Us for the Next Course

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