

## Prospect Sourcing

**Presenter: Shally Steckerl – President, The Sourcing Institute**

Shally Steckerl is the President of The Sourcing Institute and has been actively involved in sourcing and recruiting since 1997. An industry pioneer, Shally builds enterprise recruiting engines for Fortune 500 brands helping them efficiently find unfindable talent. He is the author of the industry textbook *The Talent Sourcing and Recruitment Handbook*. Originally from Colombia, South America, Shally now lives with his family in Atlanta, Georgia. He is an Associate Adjunct Faculty at Temple University's Fox School of Business and a regular speaker at HR conferences around the world.

### About This Presentation

Shally's discusses how, where, and when to search and source key talent. He then takes this approach to the next level, by including a roadmap of the 12-step process research form to help stay organized when working with multiple talent sources.

### Meeting: "Prospect Sourcing" by Shally Steckerl

**If you are reviewing this episode with a team, watch the entire Episode and use the guide below to implement the sourcing techniques described below.**

**Method:** Use a related search to find similar companies, associations, directories, or keywords.

*Example of what your searches may look like:*

related:raytheon.com

expands.operations|facilities|campus

grows|expands.\*.operations|facilities|campus

- Use the asterisk to indicate a wildcard

receives|wins.\*.deal|contract

**Method:** Use the Boolean phrase "~CV" along with your KEYWORDS to find resumes on the Internet.

*Example of what your Boolean phrase may look like:*

~cv SKILL1 SKILL2 -job -jobs -reply -send -submit -your

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/pgt8kw>

**Method:** Use the advanced Boolean commands of "intitle:" and "inurl:" along with your KEYWORDS to find web pages having the word resume or CV in any part of the URL or in the title of the page.

*Example of what your Boolean phrase may look like:*

(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv) SKILL1 SKILL2 -job -jobs -apply -send -submit

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/5ot8kw>

**Method:** Google LinkedIn Profiles by using the “site:” advanced Boolean command along with your KEYWORDS. This is also known as an X-Ray search. This gives you access to nearly 100% of all LinkedIn profiles, not just the profiles within your reach due to the size of your personal LinkedIn network of contacts.

*Example of what your Boolean phrase may look like:*

site:linkedin.com/in SKILL1 SKILL2 (LOCATION1 OR LOCATION2) -inurl:dir -inurl:companies -inurl:updates

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/cvt8kw>

**Method:** Search the internet for specific types of files (.doc, .docx, .pdf, .rtf, etc.) with the advanced Boolean command “filetype:” along with your KEYWORDS.

*Example of what your Boolean phrase may look like:*

Filetype:pdf SKILL1 SKILL2 SKILL3

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/w2t8kw>

**Method:** Use Twitter Advanced Search to find people talking about the skills or topics that you need within the area code or zip code of the location of your search!

Twitter Advanced Search URL: <https://twitter.com/#!/search-advanced>. (You do need to have a Twitter account and you have to be signed in to access the Advanced Search feature)

**Method:** X-Ray Twitter user profiles.

*Example of what your Boolean phrase may look like:*

site:twitter.com "bio \* \* software engineer" "location \* Dallas"

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/n5mfow>

**Method:** X-Ray Facebook users who may have mentioned the terms you are looking for in their Facebook profile page.

*Example of what your Boolean phrase may look like:*

site:facebook.com (“accountant” OR CPA) (“new york” OR NY) inurl:people

Link to a Google search utilizing the above Boolean Phrase: <http://tinyurl.com/9pdy2yz>

**Method:** Start searching for people on Slideshare.net. This is a website that lets users (free to register and use) host presentations and thus, you as a recruiter can search millions of presentations for whatever topic or skill you are looking for. The best thing about presentations? Most are done by an SME who lists their complete contact information on the last slide of their presentation!

[www.slideshare.net](http://www.slideshare.net)

Example of a simple search on slideshare.net for content related to “corrugated packaging”:

<http://tinyurl.com/97v6pl2>

**Method:** Perform a Google search for experts in your field by those who have been keynote speakers or who have presented at a conference and based on the key terms you need.

*Example of what your Boolean phrase may look like:*

("chief scientist" OR "senior scientist" ) genomics (chair OR agenda OR keynote OR speaker)

Link to a Google search utilizing the above Boolean Phrase: <http://tiny.cc/myz8kw>

**Method:** Leverage LinkedIn Groups to access University and College Alumni. Sign in to LinkedIn and go to the groups page and perform a simple search for groups with "university OR college" in the name. Currently there are over 73,000 groups of all kinds.

Click the following link: [http://www.linkedin.com/search-fe/group\\_search](http://www.linkedin.com/search-fe/group_search) and then enter "university OR college" in the search field. You will see roughly 1,100 results for University or College Groups.

*Example of what a Boolean phrase may look like to X-Ray the LinkedIn Groups pages:*

site:linkedin.com/groups (intitle:university OR intitle:college) intitle:alumni  
-intitle:"recently updated profiles" -inurl:pub/dir

Link to a Google search utilizing the above Boolean Phrase: <http://tinyurl.com/8lr4vv>

**Method:** Most larger learning institutions issue a resume book of graduate's resumes – the Academic Alumni Resume Book. You can use some advanced Boolean to find resume books by year and by university.

*Example of a basic Boolean for you to start with:*

"resume book" MBA 2008 filetype:pdf

Link to Bing results utilizing the above Boolean Phrase: <http://tiny.cc/h818kw>

Play with the type of degree (change MBA to "mechanical engineering") and the year (change 2008 to 1997 for example) to find the people you need

NOTE: on Yahoo, replace "filetype:" with "originurlextension:" to run this search.

Here is the link to Yahoo! results utilizing "originurlextension": <http://tiny.cc/rc28kw>

## **Helpful Websites for Name and Information Gathering**

**Website:** Watch That Page is a free site that will monitor any flagged pages for changes, such as new jobs posted, new newsletters added, or new executives added. Flag the URL of any specific webpage of clients and sources in your industry to be notified of changes.

[www.watchthatpage.com](http://www.watchthatpage.com)

**Website:** Download ZoomInfo Community Edition. It's free and gives you 100% complete access to all of ZoomInfo for 90 days. If you have had a previous paid subscription to ZoomInfo, you are not eligible for this offer.

To download ZoomInfo CE, follow this link: [Download ZoomInfo Community Edition](#)



**Website:** LinkedIn's Year In Review allows you to see who in your network was promoted, changed jobs or started something new; great way to track your network's availability.

<http://yir.linkedinlabs.com/>

**Website:** Use Reuters.com to help generate names at Fortune 500 companies.

- 1) Look up the company you are targeting by either company name or stock symbol
- 2) Click on correct company or stock listing
- 3) Click on the People tab and then click on any person's name in the list to see the biography of that person. <http://www.reuters.com/finance/stocks/lookup>

**Website:** Broadlook ProfilerX - indexes individual corporate websites pulling contact names, titles, phone numbers, email addresses and validates the returns by a scored ranking based on the number of pages used to build each contact.

<http://www.broadlook.com/products/profiler/>

**Website:** Broadlook Diver - Helps automate searching for contact details OR resumes OR LinkedIn Profiles via the web and puts information into a format which is easily exported to Excel.

<http://www.broadlook.com/products/diver/>

**Website:** Broadlook Eclipse - helps automate tables, directories and lists from the internet, saving you untold hours of manually copying and pasting bits of information from potentially thousands of records within a website.

<http://www.broadlook.com/products/eclipse/>

**Website:** Broadlook Market Mapper - Uses intelligence and keyword that you assign, to scan the "About" and "Contact" pages from any website to build a list of companies based on the criterion that you entered. This list can then be exported to Broadlook Profiler where each company's website can then be exploited for names, titles, phone numbers, email addresses, etc.

<http://www.broadlook.com/products/market-mapper/>

**Website:** TalentHook and Infogist Platinum Recruiter are metasearch tools created just for recruiting. They allow a recruiter to search hundreds of like-types of websites at once with your keywords vs. searching hundreds of like-types of websites one at a time. Results can be exported directly into your ATS/CRM. You can even set up agents to execute searches nightly.

<http://talenthook.com/>

<http://www.infogist.com/Home.aspx>

**Website:** Create Google Alerts for industry information which could potentially lead to names. Alerts can be created to inform you of layoffs within a region or city or by a laundry list of company names as an example.

<http://www.google.com/alerts>