



Leveraging AI and Automation in Recruiting

with Destiny Lalane

**RECRUITING
SCHOOL**

What do you wish you could do
with AI now that you can't figure
out?

If we use it as a recruiter aren't we training it to take over our jobs?

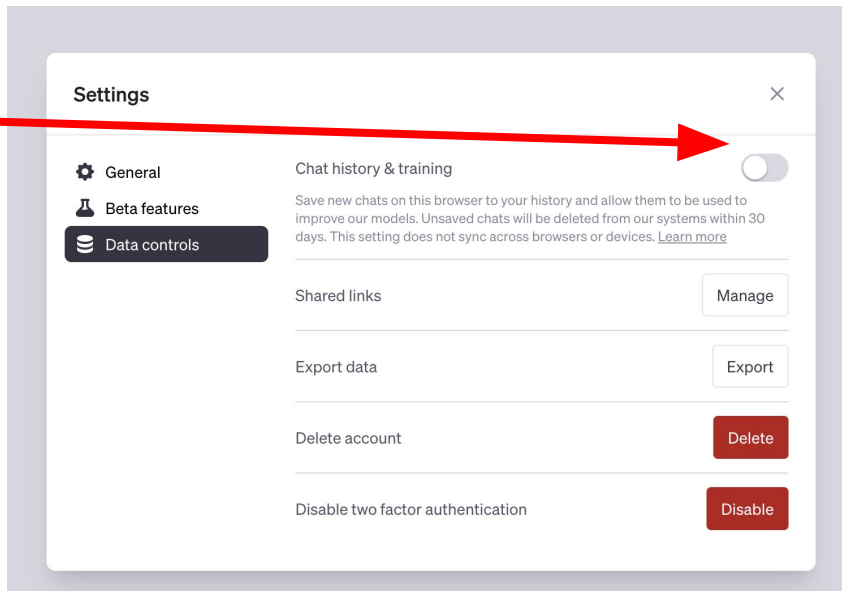
- **AI as a Tool, Not a Replacement:** Artificial intelligence can handle data analysis, candidate sourcing, and initial screenings much faster than humans, allowing recruiters to focus on more complex tasks. In essence, AI acts as a powerful tool that recruiters can use to make their work more efficient and accurate.
- **Human Insight:** While AI can analyze data, it lacks the human intuition and insight needed to understand cultural fit, personality nuances, or other soft skills that are crucial in the recruitment process. Strong recruiters possess these innate abilities, and their role becomes even more valuable in making the final decisions.
- **Relationship Building:** Recruitment isn't just about filling roles; it's also about building relationships with candidates and hiring managers. The ability to network, negotiate, and create rapport is something that AI is far from achieving, and these are areas where human recruiters excel.
- **Ethical and Complex Decision-Making:** Situations often arise in recruitment that require ethical considerations or complex decision-making, a capability that AI does not possess. In these cases, the human element is irreplaceable.
- **Leveraging AI for Better Results:** Savvy recruiters can utilize AI to handle mundane tasks like sorting through hundreds of resumes or automating follow-up emails. This frees them to focus on interviewing candidates, strategizing with hiring managers, and other tasks that require a human touch.

Key Terminology

- OpenAI
- ChatGPT
- Playground and Assistants
- OpenAI's open API
- GPT4
- NotionAI

Setup Tip: Privacy Settings

- Chat history & training OFF
- OpenAI's API
- Notion
- <https://chat.openai.com/>
- AI policies



Two Easy Ways to Incorporate ChatGPT and AI Into Your Work

1. **Add to your bookmarks bar:** To make accessing this new tool as seamless as possible, consider adding it to your browser's bookmarks bar. This way, it's only a single click away whenever you need it, saving you time and effort.
2. **Get into a habit of opening it when you start work:** Make it a routine to open this tool every time you start your workday. Integrating this into your daily startup ritual will ensure that you're utilizing its capabilities to the fullest and keeping it top-of-mind.

Setup Tip: Keep a Prompt Journal

- Share effective prompts with others.
- Distribute prompts to your team or entire company via a shared Slack channel.
- Utilize integrations to generate documentation. This will enable people to easily find effective prompts through keyword searches based on what has already proven to be successful for others.

How do you make ChatGPT sound like you?

- **Context:** To get more nuanced and personalized responses, provide context before asking your questions or presenting your scenarios. For instance, if you work in a specific industry or role, mentioning this can guide ChatGPT in tailoring its responses to sound more like you would in that setting.
- **Sample Text:** If you have a particular writing style, sharing a brief sample of how you communicate can be very helpful. This will allow ChatGPT to emulate your tone, terminology, and style.
- **Referencing a Website:** If you have articles, blog posts, or other forms of written content online that showcase your style, referencing these can be beneficial. Just note the key characteristics or phrases you often use, and ask ChatGPT to incorporate similar elements in its responses.
- **Custom Instructions:** Don't hesitate to include specific guidance on the tone, complexity, or focus you want in the answer. Whether you prefer answers to be concise, detailed, casual, or professional, stating these preferences upfront will help the model generate text that closely matches your own style.

How can you leverage LLM APIs to integrate AI functionality into your tech stack?



With Google Sheets to create a JD

The OpenAI API can be connected to Google Sheets to automate parts of the hiring process.



Compliance and personalized texting

You can set up automations to send a personalized text to candidates when they apply and at key steps using a tool like RecText or your ATS.



With your your ATS for opportunistic filtering

Generating boolean strings, analyzing data, reading reports, creating the content needed to open a role like emails, training, etc. Interview trainer feedback.



With Slack for Real-Time Alerts

If a candidate applies to the "opportunistic hires" role and mentions a certain skill or job title in their application, you can receive an alert, preventing you from having to constantly check your ATS.

How can you incorporate AI when opening up the spec for an open role?

Before AI

Generating Initial
Materials

Creating a JD

Creating a
Scorecard

Establish a requisition process

This prevents recruiters from spending time on tasks they shouldn't be working on. An approval process can be as simple as clicking a button that says approve or decline in an Excel sheet.

Utilize an intake form to gather information about a role

A hiring manager will be able to gather context, fill it out, click submit, and from there automate much of the rest of the process. Most essential step to hone this in when utilizing AI.

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Create a Google sheet that will auto-populate with - using the OpenAI API

- Job titles
- Job description
- Interview scorecard
- Questions for each stage of the interview process

- A scorecard
- Sequences for outreach
- Emails to schedule the interview process
- Ads for the role
- Boolean strings & a sourcing strategy

1 Candidate Screening and Interview Questions:

2

Generate a set of technical interview questions for a software engineer candidate with 5 years of experience.

3

Provide a set of behavioral interview questions for a leadership role in operations.

1. Describe a software project you have worked on in the past 5 years that you are particularly proud of.
2. What challenges have you faced when developing software projects?
3. How do you approach debugging software issues?
4. What techniques do you use to ensure code quality?
5. Describe your experience with version control systems such as Git.
6. How do you ensure that your code is secure and reliable?
7. How do you stay up to date with new technologies and best practices?
8. What experience do you have working with databases and SQL?
9. How do you handle conflicting requirements and prioritize tasks?
10. Describe your experience with unit testing and test-driven development.

How can you incorporate AI when opening up the spec for an open role?

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Provide as much context as you can and put it into ChatGPT interface, or an AI-enhanced G-Sheet

If you have a company page, include that URL (ChatGPT can now read information on websites). Write a few sentences about your company and your company's personality, collect info from the intake form

Where humans need to be involved

To get the best results, provide the AI with the right context.

- Using your company page URL as a source
- Writing a few sentences about the company and its personality
- Uploading documents that reflect your company's voice and tone

How can you incorporate AI when opening up the spec for an open role?

Before AI

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Scorecard

Ask the LLM to create a scorecard based on the needs for the role

You can give an LLM detail around the competencies and skills desired in a new hire, and it can devise a candidate scorecard

How can AI help in taking a role to market and with sifting through applications for a role and evaluating candidates?

Sourcing Candidates

- Ask ChatGPT to create **Boolean Strings** for you to copy into your search tool
- Start with the most specific requirements and gradually make it more general

Creating interview questions/assessments

- Give role details to generate specific questions
- Outline the interview process in the prompt
- Have a human review

Building a consistent rubric/examples for responses

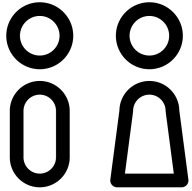
- AI can help you generate examples of good and bad responses for each question
- This can help you with leveling candidates (understand the different responses by seniority)

Ask ChatGPT to format your CSV to fit the needs of your ATS or recruiting tools

Filling in the gaps of APIs and software.



How can you use AI to decrease bias?



**Identify and address
gendered language (Slack
+ Otter) - ESL***



**Automate reports and
alerts for diversity**



**Monitor response times
and progression rates for
bias**



**Automate the analysis of
feedback forms**

What are examples of prompts that can help use when doing outreach or marketing a role?

Sourcing	<i>Create a boolean string search for me. I'm looking for a Sales Development Representative with B2B SaaS experience, preferably someone who has hit presidents club in New York, Chicago, or LA as this is a work-from-home job that requires some travel to clients onsite in those hubs.</i>
Announcing the Role	<i>Also, create a LinkedIn announcement so I can share this open role with my network.</i>
	<i>Write an announcement for me to share with my Facebook group that I'm hiring a Marketing Manager, Recruiter, and two Backend Software engineers</i>
	<i>What are 5 interesting subject lines to attract a candidate to work for my company called Salmond Joy. This is a hybrid role based in Connecticut as an Influencer Marketing Manager</i>

What are examples of prompts that can help with writing job descriptions?

Creating the JD	<i>Create a comprehensive job description for a new role of software engineer, focusing on responsibilities, qualifications, and desired skills</i>
	<i>Help me revise this job description to be more inclusive and gender-neutral</i>
	<i>List 10 job title variations for customer support representatives</i>
	<i>Create a mission statement for my company named Asana who values the following:</i> <ul style="list-style-type: none">- <i>Mission</i>- <i>Do great things, fast</i>- <i>Clarity</i>- <i>Co-Creation</i>- <i>Give & Take Responsibility</i>- <i>Mindfulness</i>- <i>Reject false tradeoffs</i>- <i>Be real (with yourself and others)</i>- <i>Heartitude</i>

What are examples of prompts that can use to help with candidate evaluation and communications?

Evaluation	<i>Generate a set of technical interview questions for a software engineer candidates with 5 years of experience</i>
	<i>Provide a set of behavioral interview questions for a leadership role in operations</i>
	<i>Generate a personality test to be used in the hiring process for a software engineer role</i>
Candidate Comms.	<i>Write an email to a candidate telling them this: The next part of the interview process will involve the candidate presenting their favorite campaign that they led to us. They should include information about the social media channels used, the total budget for the campaign, any influencers who were involved, and a brief overview of how the campaign came to life. This will give us a better understanding of their experience and skills in leading marketing campaigns, and help us to evaluate their fit for the role.</i>
	<i>Rewire this email to sound more empathetic: You're not getting this job, have a great week.</i>

What are some other use cases for prompts?

- Searching a document for answers
- Pitching candidates to clients on a deeper level
- Writing better text, copy editing
- Feedback
- Formatting
- Telling you where you can improve

"I've been conducting interviews for potential hires. Here's a transcript of my recent interview. Can you review it and tell me where I can improve in terms of my questioning technique, clarity, and candidate engagement?"

"I drafted the following email to a candidate who didn't get the job. I don't want to sound too cold. Can you help adjust the tone to be more empathetic?"

'Your application was not successful. We chose someone else.'



Example Prompt:

Generate 5 boolean strings for me to find someone for this job.

1. **Basic Skills and Experience:**

```
`("Social Media Manager" OR "Influencer Marketing Manager" OR "Content Marketing Manager") AND ("6..10 years experience" OR "senior") AND ("New York" OR "NYC")`
```

2. **Industry-Specific Skills:**

```
`("Social Media Strategy" OR "Influencer Marketing" OR "Community Management") AND ("Content Calendar" OR "KPIs" OR "Analytics") AND ("Food Industry" OR "Consumer Goods" OR "Wellness")`
```

3. **Leadership and Team Management:**

```
`("Team Lead" OR "Mentor" OR "Manage a team") AND ("Social Media" OR "Influencer Marketing") AND ("Professional Development" OR "Coaching")`
```

4. **Analytical Skills:**

```
`("Social Media Metrics" OR "Analytics" OR "Web Analytics" OR "KPI Reporting") AND ("Optimization" OR "Insights") AND ("Fast-paced environment" OR "Dynamic environment")`
```

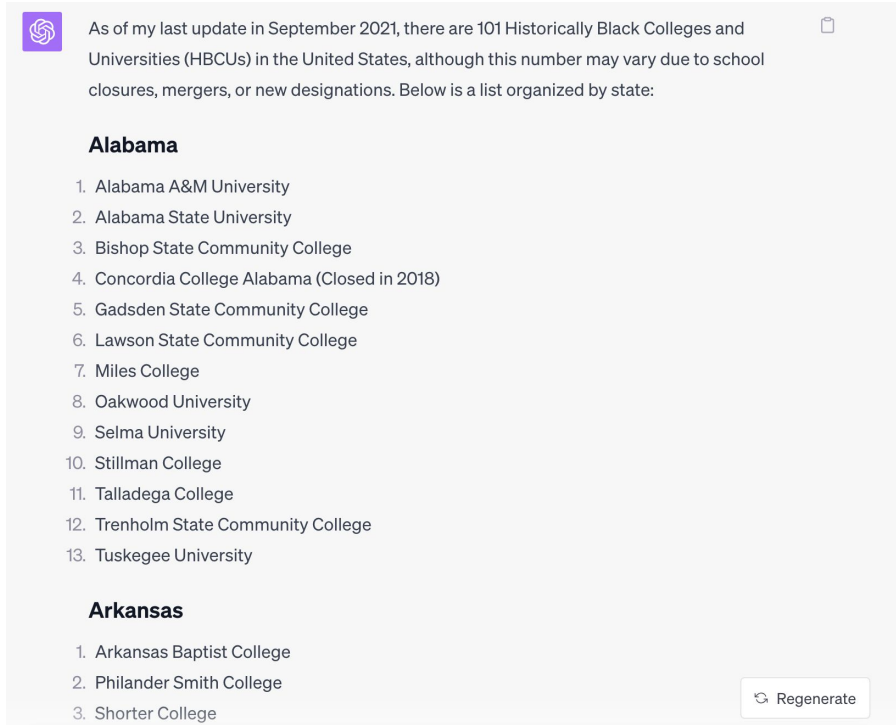
5. **Campaigns and Creativity:**

```
`("Content Creation" OR "Campaign Management") AND ("Creative Strategy" OR "Storytelling") AND ("Brand Building" OR "Consumer Engagement")`
```




Example Prompt:

Make a list of HBCU's in the US.



The screenshot shows a chat interface with a purple OpenAI logo icon on the left. The text of the response is as follows:

As of my last update in September 2021, there are 101 Historically Black Colleges and Universities (HBCUs) in the United States, although this number may vary due to school closures, mergers, or new designations. Below is a list organized by state:

Alabama

1. Alabama A&M University
2. Alabama State University
3. Bishop State Community College
4. Concordia College Alabama (Closed in 2018)
5. Gadsden State Community College
6. Lawson State Community College
7. Miles College
8. Oakwood University
9. Selma University
10. Stillman College
11. Talladega College
12. Trenholm State Community College
13. Tuskegee University

Arkansas

1. Arkansas Baptist College
2. Philander Smith College
3. Shorter College

In the bottom right corner of the chat window, there is a button with a circular arrow icon and the text "Regenerate".



Example Prompt:

Make a boolean string search for each state with a list of the schools that are in each individual state.

Alabama

```
`("Alabama A&M University" OR "Alabama State University" OR "Bishop State  
Community College" OR "Concordia College Alabama" OR "Gadsden State Community  
College" OR "Lawson State Community College" OR "Miles College" OR "Oakwood  
University" OR "Selma University" OR "Stillman College" OR "Talladega  
College" OR "Trenholm State Community College" OR "Tuskegee University")`
```

Arkansas

```
`("Arkansas Baptist College" OR "Philander Smith College" OR "Shorter  
College" OR "University of Arkansas at Pine Bluff")`
```

Delaware

```
`("Delaware State University")`
```



Example Prompt:

Make a boolean string for the influencer marketing job for someone in Florida who went to a HBCU.

To find someone in Florida who went to a Historically Black College or University (HBCU) and has experience in influencer marketing, you could use the following Boolean search string. This string can be used on various job boards, LinkedIn, or resume databases. You might need to tweak the string a bit depending on the platform you're using.

Here's how the Boolean string could look:

```
arduino Copy code  
  
("Influencer Marketing" OR "Social Media Marketing" OR "Content Marketing" OR "Brand Marketing")  
AND  
("Bethune-Cookman University" OR "Edward Waters College" OR "Florida A&M University" OR "Florida Memorial University")  
AND  
"Florida"
```

This string searches for candidates with relevant marketing experience (either in influencer marketing, social media marketing, content marketing, or brand marketing), who attended one of the HBCUs in Florida (Bethune-Cookman University, Edward Waters College, Florida A&M University, or Florida Memorial University), and are located in Florida.

Feel free to adjust the terms in the Boolean string to better match the specific requirements of the job.

Regenerate



Example Prompt:

Make a boolean string for the influencer marketing job for someone in florida who went to a HBCU.

- **Result:** ("Influencer Marketing" OR "Social Media Marketing" OR "Content Marketing" OR "Brand Marketing") AND ("Bethune-Cookman University" OR "Edward Waters College" OR "Florida A&M University" OR "Florida Memorial University") AND "Florida"

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Feel free to adjust the terms in the Boolean string to better match the specific requirements of the job.



Example Prompt:

Take the list of HBCU's in boolean format per state and format it for a CSV.

```
csv Copy code

"State","Boolean String"
"Alabama",("Alabama A&M University" OR "Alabama State University" OR "Bishop"
"Arkansas",("Arkansas Baptist College" OR "Philander Smith College" OR "Sho"
"Delaware",("Delaware State University")"
"District of Columbia",("Howard University" OR "University of the District
"Florida",("Bethune-Cookman University" OR "Edward Waters College" OR "Flor
"Georgia",("Albany State University" OR "Clark Atlanta University" OR "Fort
"Kentucky",("Kentucky State University" OR "Simmons College of Kentucky")"
"Louisiana",("Dillard University" OR "Grambling State University" OR "South
"Maryland",("Bowie State University" OR "Coppin State University" OR "Morga
"Mississippi",("Alcorn State University" OR "Coahoma Community College" OR
"Missouri",("Harris-Stowe State University" OR "Lincoln University")"
"North Carolina",("Bennett College" OR "Elizabeth City State University" OR
"Ohio",("Central State University" OR "Wilberforce University")"
"Oklahoma",("Langston University")"
"Pennsylvania",("Cheyney University of Pennsylvania" OR "Lincoln University
"South Carolina",("Allen University" OR "Benedict College" OR "Claflin Univ
```



Example Prompt:

Take the list of HBCU's in boolean format per state and format it for a CSV.

Results:

State	Boolean String
Alabama	(Alabama A&M University" OR "Alabama State University" OR "Bishop State Community College" OR "Concordia College Alabama" OR "Gadsden State Community College" OR "Lawson State Community Col
Arkansas	(Arkansas Baptist College" OR "Philander Smith College" OR "Shorter College" OR "University of Arkansas at Pine Bluff")"
Delaware	(Delaware State University)"
District of Colum	(Howard University" OR "University of the District of Columbia")"
Florida	(Bethune-Cookman University" OR "Edward Waters College" OR "Florida A&M University" OR "Florida Memorial University")"
Georgia	(Albany State University" OR "Clark Atlanta University" OR "Fort Valley State University" OR "Interdenominational Theological Center" OR "Morehouse College" OR "Morehouse School of Medicine" OR "Morris
Kentucky	(Kentucky State University" OR "Simmons College of Kentucky")"
Louisiana	(Dillard University" OR "Grambling State University" OR "Southern University and A&M College" OR "Southern University at New Orleans" OR "Southern University at Shreveport" OR "Xavier University of Louis
Maryland	(Bowie State University" OR "Coppin State University" OR "Morgan State University" OR "University of Maryland Eastern Shore")"
Mississippi	(Alcorn State University" OR "Coahoma Community College" OR "Hinds Community College at Utica" OR "Jackson State University" OR "Mississippi Valley State University" OR "Rust College" OR "Tougaloo C
Missouri	(Harris-Stowe State University" OR "Lincoln University")"
North Carolina	(Bennett College" OR "Elizabeth City State University" OR "Fayetteville State University" OR "Johnson C. Smith University" OR "Livingstone College" OR "North Carolina A&T State University" OR "North Caroli
Ohio	(Central State University" OR "Wilberforce University")"
Oklahoma	(Langston University)"
Pennsylvania	(Cheyney University of Pennsylvania" OR "Lincoln University")"
South Carolina	(Allen University" OR "Benedict College" OR "Claflin University" OR "Clinton College" OR "Denmark Technical College" OR "Morris College" OR "South Carolina State University" OR "Voorhees College")"
Tennessee	(American Baptist College" OR "Fisk University" OR "Knoxville College" OR "Lane College" OR "LeMoyne-Owen College" OR "Meharry Medical College" OR "Tennessee State University")"
Texas	(Huston-Tillotson University" OR "Jarvis Christian College" OR "Paul Quinn College" OR "Prairie View A&M University" OR "Southwestern Christian College" OR "Texas College" OR "Texas Southern University"
Virginia	(Hampton University" OR "Norfolk State University" OR "Virginia State University" OR "Virginia Union University" OR "Virginia University of Lynchburg")"
West Virginia	(Bluefield State College" OR "West Virginia State University")"
U.S. Virgin Islan	(University of the Virgin Islands)"

Common problem: I received 1500 resumes for one position in a week. Being able to narrow those down to at least 100 would be a huge time saver and help me focus on more appropriately qualified candidates. How can AI help?

- ATS software allows you to boolean search candidates based on their resumes, responses to questions, and even the comments left by hiring partners.
- Use ChatGPT to create a series of boolean strings for you to use to find niche talent.
- Start specific. What tools or experience does the hiring manager care most about?
- Slowly make these boolean strings more general. For example, running a search on the job title. Then running an additional search on job title variations.
- Use your sourcing document as inspiration to create boolean strings.
- Do this on a call with hiring manager from time to time to inspire your search when you're feeling stuck.

Stage 1: Highly Specific Search

- Let's say the hiring manager is looking for a Software Engineer with experience in Python, AWS, and machine learning.
- ("Software Engineer" OR "Software Developer") AND ("Python") AND ("AWS") AND ("Machine Learning")

Stage 2: Mid-Specificity Search

- Here, you might want to broaden your search but still stick to the most critical skills. For instance, the hiring manager might be open to considering people who have experience in cloud computing in general, rather than specifically AWS.
- ("Software Engineer" OR "Software Developer") AND ("Python") AND ("Cloud Computing" OR "AWS" OR "Azure" OR "GCP") AND ("Machine Learning")

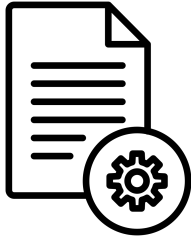
Stage 3: General Search

- At this point, maybe you're willing to consider developers who are strong in any programming language and have some experience with data but are not necessarily specialized in machine learning.
- ("Software Engineer" OR "Software Developer" OR "Programmer") AND ("Programming Language" OR "Python" OR "Java" OR "C++") AND ("Data" OR "Machine Learning")

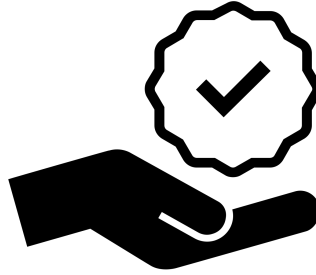
Stage 4: Job Title Variation Search

- This stage is for when you want to cast a very wide net and are looking at various job titles that could potentially fit.
- ("Software Engineer" OR "Software Developer" OR "DevOps Engineer" OR "Full Stack Developer") AND ("Programming Language" OR "Python" OR "Java" OR "C++")

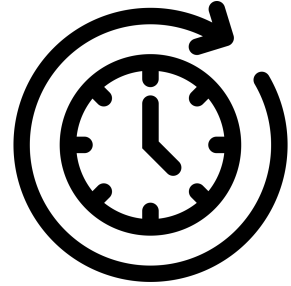
What are the most important things to get right?



**Understanding
and documenting
your process is
key**



**Creating a brand
guideline can be
helpful**



**Remember, it
takes time and
effort**

Questions