CONTENTS

Foreword xv	
Preface xix	
Acknowledgements	xxi

Introduction 1

01 Candidate-centric recruiters beat robots 11

Feeling in-demand 13 Robot-proof skills 14 Summary 26 Notes 27

O2 Show you are a recruiter worth talking to 29

Profile pictures 30
Build out your profiles 34
Become known, liked and trusted 42
Summary 45
Notes 45

03 What about your hiring managers? 49

Hiring manager profiles 50
Transparent C-suite 54
Talent attraction through sharing and mentoring 54
In their own words; give people a voice 56
Talent deselection due to poor candidate experience 57
Interview feedback 58
On the bright side 60
Summary 61
Notes 62

04	Show y	you are a	company	worth /	talking to	63
----	--------	-----------	---------	---------	------------	----

Disruptive Google for Jobs 63
Employee and interview reviews 66
Employee advocacy 70
Summary 82
Notes 82

05 Get your intake right 85

Overcoming fear 85
You must get your hiring managers on side! 87
Intake strategy session 88
Collaborate continually 94
Narrowing the talent pool 95
Summary 105
Notes 105

06 Human-first job posts and advertisements 109

Job posts 110
Job advertisements 123
Summary 133
Notes 133

07 Robot-proof messaging 137

Robot-proof first contact 137 The magic is in the follow-up 146 Summary 157 Notes 157

08 Applications and pain-free interviews 161

The application 163
Telephone interviews 169
Face-to-face interviews 177
Interview feedback 178
Summary 183
Notes 184

09 No more non-boarding 185

The offer 185
Pre- and onboarding 189
Summary 202
Notes 202

10 Referrals depend on you 205

Employee referrals 205 Social referrals 213 Community referrers 215 Love your leavers 216 Summary 224 Notes 225

Conclusion 227

Index 235