



Recruiting checklists, forms, tips, and templates
to help you place candidates faster

WELCOME

TO THE ULTIMATE RECRUITING TOOLBOX FOR 2018

This is your secret weapon to help streamline the process of finding and placing candidates in 2018. The new edition of the ultimate recruiting toolbox is filled with time-saving essentials, including:



Interactive checklists



Recruiting templates



Staffing resources



Expert tips and tricks



Plus lots more

Whether you're a first-time staffing recruiter or a seasoned pro, this toolbox is designed to help you decrease time-to-hire and build lasting client relationships. You'll find resources to help at every stage of the process – from pre-screen to post-placement – and it ensures you stay one step ahead in 2018.

TWO WAYS TO USE THESE FORMS

1


Download and print hard copies for a meeting

2

Type directly into the forms and print updates

CONTENTS

Click on any section below to skip forward

Click on any  icon to skip back to Contents

1

Align with stakeholders

IDENTIFY HIRING REQUIREMENTS

The more you know about what your clients and stakeholders expect, the smoother your entire placement process will be. From the nuances of the role to the complexities of team dynamics, there is a lot of information to manage when starting a new assignment.

In this section, we include a simple intake form to help you and your stakeholders define needs and gaps to set you both up for success. It lists the types of questions to ask clients, so you can:

- Collect critical details on the role
- Establish timelines
- Create an execution strategy



Client intake form

Background

Job title	Location	Level (entry, senior, etc.)
Manager	Department	Target start date
Reason for hire (filling a gap, new role need)		Other notes or considerations

Job responsibilities / skills

Core responsibilities		Industry experience necessary?
Required skills	Nice-to-have skills	
Define the top two drivers of success in the first 90 days		
Sample career trajectory		

Sourcing criteria

Target companies	Universities	Titles
Any internal candidates to consider?		
List of top performers on the team		
Personality traits necessary to be effective with the team		

Continued on next page →

Client intake form

Compensation

Range	Bonus	Equity
-------	-------	--------

Interview process

Interview process (ex: batch days, panel interview, align on how to brief and debrief candidates)
Must-have interviewers

Timeline

Key milestones and timing	Cadence of check-ins
Candidate satisfaction survey required?	Target NPS (net promoter scores, if applicable)

Working together

Level of priority (1–5)	Expected turnaround response time
Feedback expectations (quality and timeline)	Ability to use folders in LinkedIn Recruiter
Percentage of time willing to spend to help fill this role	
Preferred method of delivering status updates (reoccurring meetings, emails, phone calls, texts, etc.)	
Ability to access and use job referrals	

Next steps

Immediate action items

2

Write great job descriptions

TIPS FOR ATTRACTING TOP TALENT

The job description is your first point of contact with potential candidates. If written well, it positions your client's company as a great place to work, can captivate professionals, and even urge them to apply. While writing an irresistible job description may sound daunting, it doesn't have to be.

In this section, you'll get:

- Do's and don'ts of writing a good job post
- Templates for 10 of the most popular job descriptions
- A checklist on how to boost your job post's SEO




Pitfalls to avoid in job posts

✗ Jargon doesn't give candidates a clear picture of the role. Instead, use well-known titles.

✗ A bare description like this doesn't identify what makes your client's company a great place to work – don't be afraid to get creative here.

✗ These goals aren't concise enough. Many great candidates will avoid positions without clear, concise goals. Prioritize into four to six bullets.

✗ Don't format responsibilities and qualifications in paragraphs. Bullets help make requirements easy to scan and digest quickly.



Data Ninja

San Francisco, CA US

Posted 2 weeks ago | 489 views

[Save](#)
[Apply on company website](#)

Job Description

The ideal candidate will use their passion for big data and analytics to provide insights to the business, covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Understand the day-to-day issues that our business faces
- Compile and analyze data related to business-to-business transactions
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Help assess new technologies for data scientists
- Partner with researchers and product managers in the R&D organization to build scalable models
- Build tools for data scientists to use, expedite, and improve the quality of their research
- Ensure the data conforms to the quality expectations of the organization
- Prioritize, document, and organize work to meet deadlines
- Investigate non-standard requests and problems with some assistance from others

Qualifications

Ideal candidate will have a Bachelor's or Master's degree in statistics or applied mathematics, should have 3–5 years of data analysis experience, and be proficient in SQL and other database technologies.

Perks

- Rockstar coworkers
- Work-from-home days
- Tasty snacks

See less ^

Job post best practices


✓ Here, we made updates to improve the previous job post. First, the title. This ensures the role is clear.

✓ The description introduces the company in a way that reflects a unique company culture.

✓ Revisited job responsibilities to highlight only the most important.

✓ Bullets help convey qualifications and experience in a concise, scannable way.

✓ This added section strikes a balance between promoting business objectives and perks.



Data Analyst

San Francisco, CA US

Posted 2 weeks ago | 489 views

[Save](#)
[Apply on company website](#)

Job Description

Our Data and Analytics team focuses on creating competitive advantage for Flexis and our customers through novel data infrastructure, metrics, insights, and data services. We're a small but rapidly growing data science and engineering team that builds and leverages state-of-the-art analytics systems.

Ideal candidates will use their passion for big data and analytics to provide insights to the business, covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Compile and analyze data related to business transactions
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Transform data from one source or format to another, importing it into our product
- Gain an understanding of our product, our customers' data, and the industry to inform data adjustments and quality

Qualifications

- Bachelor's or Master's degree in statistics or applied mathematics or equivalent experience
- 3–5 years data analysis experience
- Proficient in SQL and database technologies

Perks

- Supportive and creative work environment
- Fully paid health and dental
- 15 paid days off
- 401(k) plan
- Snacks (of course)

See less ^

Use non-biased language to drive diversity

Job listings with gender-neutral wording get 42% more responses. However, nearly 70% of job ads contain gender-biased wording, according to a [study by ZipRecruiter](#). Here's a list of words to use in your job posts to help attract a more diverse pool of candidates.

Avoid male-bias words

- Strong
- Competitive
- Assertive
- Ninja
- Decisive
- Leader
- Self-reliant
- Chairman

Instead, choose words like

- Exceptional
- Motivated
- Go-getter
- Chairperson

Avoid female-bias words

- Concerned
- Nurturing
- Polite
- Sensitive
- Honest
- Loyal
- Empathetic
- Dependable

Instead, choose words like

- Professional
- Courteous
- Customer-oriented
- Responsible
- Quality

10 job templates that work

Now that you know the best practices for job posts, let's start crafting your own. We've created samples based on the top LinkedIn job posts across the globe. Each template reflects the most commonly used descriptions, skills, and qualifications for the role.

[Click on the job titles below to view each template.](#)

The 10 most-posted jobs

10 job templates that work

TEMPLATE 1

Software engineer*

Job Description

As a software engineer, you will specialize in building performant frameworks that power the most popular products in the world. We are looking for someone that has a strong passion for developing infrastructures, and has experience with APIs, processing, and graphics.

The ideal candidate for this position will be a reliable and adept programmer who is eager to break down large technical problems and solve them systematically.

Responsibilities

- Analyze business needs and implementation approaches and deliver high-quality applications
- Work collaboratively with team members to complete projects on time
- Deliver successfully on all aspects of the product lifecycle

Qualifications

- Bachelor's degree in Computer Science or Engineering or equivalent experience
- 1 – 3 years of professional Software development experience
- Ability to write clean, functional code in Java, C/C++, or Python

* This description reflects job title variations, including software engineer, senior software engineer, and software developer.

TEMPLATE 2

Project manager

Job Description

As a project manager, you will lead the launch of new projects by leveraging account management, production, and organizational expertise. You'll work hand in hand with producers, marketing, communications, legal, procurement, and external vendors.

The ideal candidate will be responsible for planning, coordinating, and implementing projects within budget, timeline, and scope. This candidate will also monitor and present project updates to relevant stakeholders, clients, or project team members.

Responsibilities

- Set project timelines
- Monitor project deliverables
- Update relevant stakeholders or team members on the project's progress
- Delegate tasks to project team members and mentor junior project managers

Qualifications

- Bachelor's degree or equivalent experience
- Strong business acumen in project planning and management
- Strong verbal, written, and organizational skills

10 job templates that work

TEMPLATE 3

Account manager

Job Description

We're looking for an account manager to join our team to grow new product sales by enabling customer success and identifying upsell opportunities for our key accounts.

The ideal candidate will be able to appropriately identify the needs of both new and current customers in order to aid customers in their success using our product. This will be done by developing an appropriate level of communication with clients and internal team members to better understand and mitigate any issues the customer may face.

Responsibilities

- Work cross functionally within the company to communicate with all stakeholders to ensure customers' successes
- Create and maintain relationships with customers to better understand and achieve their needs
- Make visits to our customers to identify opportunities for growth within our platform
- Manage all reporting about the health of customers' accounts

Qualifications

- Previous account management experience
- Articulate and well accustomed to a client-facing role
- Willingness and ability to travel

TEMPLATE 4

Executive assistant

Job Description

We're searching for an executive assistant to provide administrative support to our senior-level executives. You will be responsible for professionally interacting with management within and outside of the company, comfortably communicating with customers, vendors, and visitors, and flawlessly handling confidential and critical details. In this role, it will be crucial for you to anticipate the needs of the executive team and work flexibly to accommodate schedules.

The ideal candidate will have experience supporting high-level executives. They should be well organized and be comfortable scheduling meetings and responding to emails on the executive's behalf. Lastly, this individual should be able to draft documents and help the executives with any necessary meeting preparations.

Responsibilities

- Managing calendars
- Aid executive in preparing for meetings
- Responding to emails and document requests on behalf of executives
- Draft slides, meeting notes, and documents for executives

Qualifications

- Bachelor's degree or equivalent experience
- Proficient in Microsoft Office Suite
- Experience in managing multiple priorities, administrative coordination, and logistics
- Well-organized, detail-oriented, and able to multitask with great follow-up skills
- Strong written and verbal communication skills

10 job templates that work

TEMPLATE 5

Business development manager

Job Description

We're looking for someone who networks, makes connections, builds relationships, and pursues opportunities. You will lead our efforts to generate revenue with new clients by executing a disciplined new business development protocol. You will research industry segments and company profiles, follow up on trade journal leads and opportunities, and coordinate with brand marketing for the pursuit of other targets.

The ideal candidate will be focused, have strong communication skills, and have the ability to think strategically.

Responsibilities

- Identify new business opportunities
- Develop new relationships in an effort to grow business and help the company expand
- Maintain existing business
- Think critically when planning to assure project success

Qualifications

- Bachelor's degree or equivalent experience
- 3 – 4 years' prior industry-related business development experience
- Strong communication and interpersonal skills
- Proven knowledge and execution of successful development strategies
- Focused and goal-oriented

TEMPLATE 6

Sales manager*

Job Description

We're looking for an experienced and well-rounded sales manager to lead our regional sales team. You will lead a high-performing, well-established team of seasoned sales professionals who are already in seat and exceeding quota.

The ideal candidate is a motivated, well-organized individual who has a deep understanding of prospecting and developing strong relationships with customers. They will provide complete and appropriate solutions for every customer in order to boost top-line revenue growth.

Responsibilities

- Develop and execute strategies to drive business in new and existing markets
- Perform cost-benefit analysis
- Establish and maintain positive business and customer relationships
- Mentor employees to help them achieve individual and team objectives

Qualifications

- Bachelor's degree or equivalent experience
- Sales experience
- Strong time-management skills
- Highly motivated and target driven
- Excellent written and verbal communication skills
- Strong organizational skills
- Proficiency in Microsoft Office and Salesforce
- Ability to harness financial data to inform decisions

* This description reflects job title variations, including sales manager and sales rep.

10 job templates that work

TEMPLATE 7

Business analyst

Job Description

We're searching for a talented and passionate business analyst to join our Global Operations Team, which is responsible for building and supporting scalable reporting systems that enable seamless experiences for our members and customers around the world.

The ideal candidate is a team player who will be responsible for working with company data in various business areas. Specific responsibilities include reporting metrics, analyzing methodologies, suggesting operation improvements, and building proposal evaluations in a cross-functional environment.

Responsibilities

- Track and report data
- Build cross-functional partnerships, internally and externally
- Manage budgets
- Maintain a competitive market knowledge

Qualifications

- Bachelor's degree or equivalent experience
- Fluency in Microsoft Office Suite (Outlook, Excel, Word, PowerPoint, etc.)
- Strong written, verbal, and collaboration skills

TEMPLATE 8

Account executive

Job Description

Our team is looking for a talented, motivated, and high-performing account executive to join our team. Account executives are responsible for prospecting for new business, upselling, and cross-selling within our extensive install base, as well as delivering results against a quota.

The ideal candidate will possess strong sales, interpersonal, and organizational skills. They should be comfortable with multitasking and be able to budget their resources in order to meet the assigned quotas for their role.

Responsibilities

- Build and maintain client relationships
- Track and record metrics throughout sales process
- Meet and exceed financial goals
- Understand and keep up to date with industry and competitive landscape knowledge

Qualifications

- Bachelor's degree and 2 – 3 years of business experience
- Strong written and verbal communication skills
- Strong organizational skills
- Proficiency in Microsoft Office Suite and Salesforce
- Ability to harness financial data to inform decisions

10 job templates that work

TEMPLATE 9

Product manager

Job Description

Our product management team is responsible for defining and building the company's next-generation tools and products that will generate \$20M in 2018. Our product managers lead the company in building our core product vision and feature set.

The ideal candidate is an analytical, customer-focused team player who will own the entire product lifecycle from strategy to launch. This candidate will also work cross-functionally to complete product roadmaps and discover new opportunities.

Responsibilities

- Create business models and analyze competitive landscape
- Bring 1 – 2 new products to market on time and within budget
- Conduct extensive customer engagement and validation

Qualifications

- Strong written, verbal, and collaboration skills
- Bachelor's degree or 3+ years of experience in product management, engineering, or consulting

TEMPLATE 10

Marketing manager

Job Description

We're looking for a marketing manager to play a key role in the growth of our customer marketing programs. This marketing manager will focus on leading and facilitating the future of customer marketing by utilizing marketing automation, CRM, and other enterprise software solutions.

The ideal candidate will be responsible for creating and executing our marketing campaigns, evaluating our marketing performance metrics, and collaborating with internal teams. This candidate will have a strong marketing background with excellent communication and collaboration skills.

Responsibilities

- Define and execute the marketing and communication activities according to our marketing plan
- Coordinate all marketing activities to generate leads
- Collaborate with other teams to promote offerings
- Track performance of all marketing campaigns

Qualifications

- Bachelor's degree or equivalent experience
- 3+ years' experience in marketing
- Ability to multitask
- Strong verbal, written, and organizational skills

Checklist: optimize your job post for search

The more people you can reach, the better talent pool you'll be able to pick from with a better chance of placing a great person. So how do you get more people to see your job post?

Make Google (and countless other search engines, including job search engines) your friend by making sure your postings are as search-engine optimized (SEO) as possible. Here are eight super easy tips on how to do that.

- 1. Avoid gimmicky titles**

People don't search for *legal ninja* or *digital overlord*

- 2. Put title and location front and center**

Include this detail in the URL, the post title, and again in the first few sentences

- 3. Brainstorm other terms that people might use**

For example, if you're hiring a "marketing associate" that will focus on social media, optimize for those terms as well

- 4. Don't overdo the keywords**

It can come off gimmicky

- 5. Share, share, share**

The more a post is shared, the more weight search engines give it

- 6. Add links to top sites**

Link to your company homepage and other product pages to boost SEO credibility – and deliver a better user experience

- 7. Make your site responsive**

People often search for jobs in their spare time and when they're on the go – which means mobile optimization is key. Plus, responsive sites rank better on mobile.

- 8. Focus on quality**

The best posts deliver informative, helpful, clearly written content, which are rewarded by search engines

3

Review profiles and resumes

IDENTIFY HIGH AND LOW PERFORMERS

Now that you've created job descriptions and promoted your open roles on multiple channels, it's time to review your list of candidates. You're going to want to narrow in on your top candidates as fast as you can, filtering out profiles that don't match what you're seeking.

We've compiled strategies to help you better identify top candidates from day one, plus tips for reviewing resumes to find candidates you'll want to engage with. In this section, you'll learn:

- What to look for when reviewing resumes and LinkedIn profiles
- Tips for identifying high-performing candidates
- How to spot candidates with potential red flags



Checklist: what to look for

Resumes and LinkedIn profiles can reveal a candidate's experience and culture fit, but you'll also want to look for high-performance indicators.

Overarching themes

Loyalty

Pay attention to how long a candidate has stayed in past jobs. What are the circumstances or industry norms? It's important not to discount a candidate for job-hopping, but it's also important to inquire about these moves during the screening phase.

Culture fit

Compare the company size and culture of a candidate's previous companies with your own to see if there's overlap.

Flexibility

Look for details that show a candidate's willingness to take on diverse or increasing responsibilities.

High-performer indicators

A complete profile

A candidate who's taken time to complete their LinkedIn profile may be more detail-oriented and a serious job seeker.

Results and data driven

Inclusion of numbers in profile descriptions (ex: growth percentages, direct bookings, etc.) can point to a more analytical and results-driven candidate.

Group and community involvement

Profiles that show membership to LinkedIn Groups or volunteer organizations allude to greater connection to certain industries and their communities.

Recommendations

Testimonials can give you a clue about a candidate's performance and personality. Look for recommendations from former employers or industry peers.

Checklist: what to look for

Spotting potential red flags earlier in the process can save valuable time. Use this checklist when reviewing resumes and LinkedIn profiles.

Candidate red flags

Discrepancies

Do you notice inconsistencies in a person's resume, LinkedIn profile, or previous application? Most serious job seekers do their due diligence to put their best self forward across all digital touchpoints. If that's not the case, it can suggest a lack of professional awareness.

Short job tenure

An average employee stays in a position for 4.2 years, according to the Bureau of Labor Statistics. Frequent job hopping could indicate poor relationships and quick burn out.

Vague language

Ambiguous wording, such as "familiar with" or "participated in," could imply the candidate didn't actually work on the project; they simply assisted in some way.

Mistakes and typos

Profiles that have typos, grammatical errors, and poor formatting demonstrate a lack of attention to detail.

Dishonesty

Make sure you run background checks and call references. In fact, 85% of employers have caught a lie on a resume, according to [HireRight's 2017 report](#).

Common lies seen on resumes include:

[Source](#)

40%

of candidates inflate
their salary

30%

of candidates inflate
job titles

30%

of candidates alter
employment dates

4

Start effective outreach

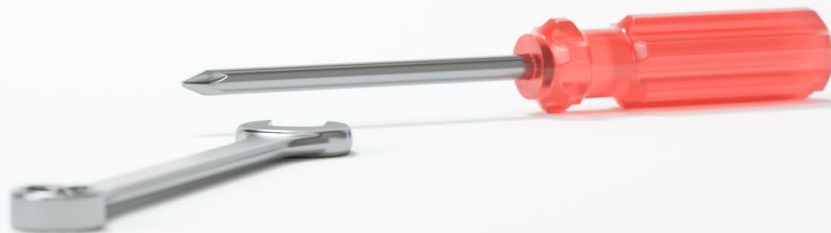
WRITE INMAIL MESSAGES THAT WORK

When you find a candidate who looks like a potential fit, it's time to reach out. Fortunately, 90% of professionals on LinkedIn are open to new job opportunities.

The best method to use for outreach is an InMail message. These messages can be sent directly on the LinkedIn platform to first-degree connections or, if you have Recruiter, to any LinkedIn member. The response rate for these messages is three times higher than a regular email. It's an ideal way to build your talent pipeline.

In this section, get tips on:

- InMail best practices
- How to get higher response rates



Checklist: InMail best practices

More and more staffing recruiters are choosing InMail messages as a primary source of outreach. Here's how to optimize this messaging platform:

Time it right

Send your InMail between 9:00 am and 10:00 am, which our data shows as the time for the highest response rates.

Stick to weekdays

InMail messages sent on the weekend are 16% less likely to get a response, according to our data.

Customize each InMail

Connect with recipients by referencing commonalities rather than blasting dozens of candidates with a generic message.

Craft smart subject lines

Just like an email, a good InMail subject line improves your chances that a message will be opened. The best subject lines should be intriguing and call out commonalities where appropriate, such as "[Shared connection] suggested I reach out" or "Hello from a fellow [college] grad." Avoid boring subject lines or those that give the person a reason to delete it, such as "You're probably happy at [current company], but" or "Career opportunity at [company name]."

Make the role feel aspirational

The top reason employees leave their current positions is for career advancement opportunities, our research shows. So your InMail should not only describe the open position, it should also share where the position could lead.

Reflect the company brand

The first thing an interested candidate will do is check out your LinkedIn page. So before you click "send" on that InMail, make sure your Company Page is engaging. Search the internet to see what employees are saying about your company, and reflect those values on your Company Page.

Attract top talent with every message

Now let's look at some of these best practices in action. Before hitting "send" on your InMail, try these tips:

✓ Start with an inviting subject line

✓ Use a personal approach

✓ Be sure to include what's in it for them

✓ Praise the candidate's skills and experiences

✓ End with a clear call to action



Christine Witt
Director of Talent Acquisition



Are you ready to try something new?

Hi Kim,

Your former colleague at Flexis pointed me to your profile, and thought we should connect. By way of introduction, I am senior executive recruiter in the technology practice at KTR Partners.

We recently launched a search for an Industrial Design Manager for one of our large clients' Design Production Group. This individual will lead a globally distributed team of senior design leaders to define the vision and design strategy for mobile, PC, hybrid, and enterprise devices.

As the leader of the Industrial Design team, this individual will play a key role in the evolution of the company. Based on your background, I thought this role could be an interesting fit for you or, if not, for someone you might highly recommend. Either way, it would be great to connect because I lead many senior design searches for our firm each year.

Would it be possible to find a few minutes for a call?
Thanks in advance.

Stacy Takeuchi

Make it short, sweet, and mobile-ready



Tips to boost InMail response rates

The good news is, we've seen an 80% increase in two-way conversations via InMail in 2017, so it's already an effective tool for outreach. Here are some additional tactics that can help you boost response rates even further:

Reference a former common employer to increase response rate by 27%

Reach out to prospects in the same LinkedIn Group to boost response rate by 21%

Message candidates who follow your company on LinkedIn; they're 95% more likely to accept your InMail and 81% more likely to respond

Target prospects connected to someone at your company; they're 46% more likely to accept an InMail

Leverage Spotlights, a search feature found in LinkedIn Recruiter, to increase response rates by 64%

Send a message to a past applicant since they are 4x more likely to respond to an InMail

Screen for candidates who've signaled they're open to new opportunities; they're 2x more likely to respond

5

Build your talent brand on social

SHOWCASE YOUR CULTURE

Ask anyone to list out the top companies they'd like to work for. Chances are they'll name organizations with strong talent brands. Companies like Facebook, Zappos, and Google all employ extensive social media campaigns to showcase their culture and perks. Which of course strongly influences their recruiting process.

In fact, 55% of global business leaders proactively engage in talent branding strategies according to [LinkedIn's Ultimate List of Employer Brand Statistics](#). Tapping into social networks can be a powerful tool to reach qualified candidates and nurture talent before you're ready to place them.

In this section, you'll get:

- 8 tips to build your brand on social media platforms
- Best-in-class examples of Career Pages



8 tips to create a strong talent brand

Here are a few guidelines to help promote (and protect) your talent brand on social media:

- 1 Make your culture shine**
It's never just about the jobs. Focus on the people you've placed and the clients you serve – their stories and emotions.
- 2 Target your messages**
The more relevant your message is to a particular audience, the greater its impact will be.
- 3 Stay energetic**
Connect with and follow other staffing firms and companies you admire and use their feeds for inspiration.
- 4 Look in the mirror**
Make sure that what you do (and don't do) is what you'd like candidates to emulate.
- 5 Be visual**
Bold and colorful images, graphics, charts, and videos can bring your brand to life.
- 6 Inform your leadership**
Use data to gain support, ease concerns, and help explain your choice of platforms.
- 7 Don't bite off more than you can chew**
Show that your efforts are scalable and sustainable on one platform before incorporating another.
- 8 Ask newly placed hires to spread the word**
With clear guidance and lots of encouragement, your people present an invaluable way to build your pipeline.

Best-in-class LinkedIn Career Pages

According to a [LinkedIn survey](#), companies with strong employer brands see a **cost per hire that's 2x lower** and a **28% lower turnover rate**. Here are two examples of LinkedIn Career Pages with well-executed branding.



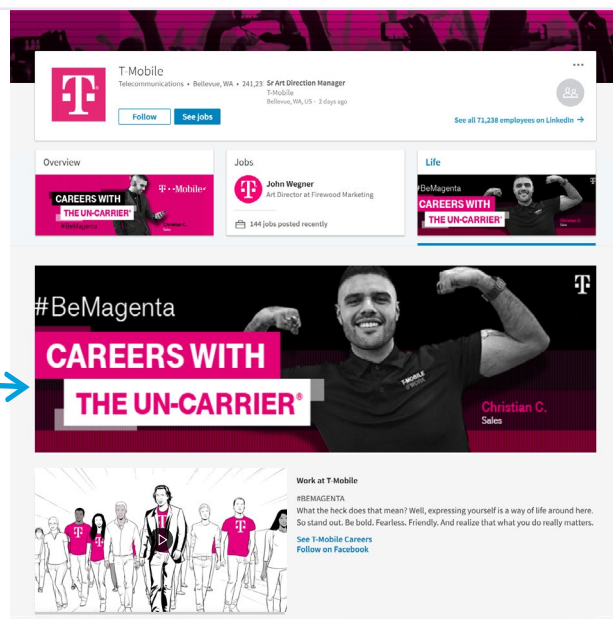
Tech is a challenging category to compete in for great talent. Xactly grabs candidates' attention straight away with a bold "5X" headline, highlighting their multiple "best place to work" awards.

The company uses video featuring employees to bring its award-winning culture to life in a way text just can't do.



The mobile industry is hyper-competitive, whether it's the race for new customers or new talent. T-Mobile uses their Career Page to stand out from their peers as the "un-carrier."

Making great use of their brand colors, T-Mobile grabs attention while featuring a real employee front and center. Integration of their hashtag (#bemagenta) encourages candidates to engage with the company on social media and extends the reach of their recruiting message.



6

Hold a phone screening

ASSESS INITIAL FIT

Once you've narrowed in on a candidate who seems like a good fit, the initial phone screening is an opportunity to get a feel for the candidate's personality, communication skills, and experience. Ask the right questions during your initial call and you'll quickly determine whether it's worth recommending the candidate to your client.

To help with your phone screening, this section provides:

- A checklist of questions organized by topic
- A screening evaluation form



Checklist: initial screening questions

Background and experience

Why do you want to leave your current job?

What are your current responsibilities?

How is success defined in your current role?

Share your biggest accomplishment.

Describe a time when you went above and beyond at work.

Tell me about a time when you've been the most satisfied, energized, and productive at work. What were you doing?

How would your manager describe you? How would your best friend describe you?

Company knowledge

Why do you think you'd be a good fit for this role?

Why do you want to work at this company over any others?

Collaboration

Share an example of when you've had to work with someone difficult. How did you handle the situation?

Tell me about a favorite experience working with a team and your contribution to it.

Have you ever experienced a time when you were communicating with someone who didn't understand you. What did you do?

Cultural fit

Can you share a story about anything that speaks to your values as a person?

What's one thing you like about your manager? One thing you would change?

What are the three most important things to you in a job?

What are the most interesting things about you that are not found on your resume?

Initial evaluation form

Position:	Candidate name:
Interview date:	Interviewer name:

Work experience and responsibilities

Rate on a scale of 1 (poor) – 5 (excellent)

Possesses core skills needed for the role.....	1	2	3	4	5
Demonstrates clear communication skills	1	2	3	4	5
Demonstrates problem-solving skills and creativity.....	1	2	3	4	5

Company knowledge

Displays strong knowledge and enthusiasm for the company and the role	1	2	3	4	5
---	---	---	---	---	---

Collaboration

Exhibits high levels of collaboration and excels in a team dynamic	1	2	3	4	5
--	---	---	---	---	---

Cultural fit

Work style, preferences, and personality match client expectations.....	1	2	3	4	5
---	---	---	---	---	---

TOTAL _____

Open-ended questions

Areas of strength:		
Opportunities to improve:		
Compensation requirements:	Work authorization:	Available start date:
Other notes:		

Listen for these 3 speech patterns

Studies show that you can evaluate the potential performance of candidates based on their speech. Here's what to listen for:

Pronouns

What to listen for:

Listen for "I" and "me" – which are good – and make a note if they're talking about "you," "he," "she," or "they" (because it could mean they didn't do the work).

Research shows:

Low performers use about **400% more second-person pronouns** (ex: you, your) and about **90% more third-person pronouns** (ex: he, she, they) than high performers.

Tense

What to listen for:

Listen for stories of workplace experience told in the past tense because it probably actually happened.

Research shows:

Low performers use the present tense **120% more** and the future tense **70% more**.

Voice

What to listen for:

Listen for candidates who use the active voice – "I'm excited to take on a challenging role." It can be a sign of a more confident, capable candidate versus someone who speaks in the passive voice – "A challenging role is exciting to me."

Research shows:

Low performers tend to use the passive voice **40%–50% more** than high performers.

7

Decrease time-to-hire

SAVVY SOURCING STRATEGIES

Sourcing is one of the most challenging aspects of your job, but it can also be the most fun. It's a time when you tap into your networks, explore new channels to engage quality talent, and match great organizations with the talent they need to thrive.

If you're feeling burned out by the sourcing process, remember the words of Barbara Bruno, Founder of HR Search, Inc. Barbara believes the difficulty in finding quality candidates "is actually a good thing for staffing and recruiting professionals. If it was easy to find great candidates, there would be no need for your services."

Embrace the challenges of sourcing and use the tricks in this section to help you:

- Keep your pipeline engaged
- Source smarter with LinkedIn Recruiter



6 tricks to keep your pipeline engaged

Your best resource as a staffing recruiter is your network. From rising stars to seasoned professionals, your network gives you access to individuals who may become your next great placement. Here are a few ways to continue growing and nurturing your network:

- 1 Remember that talent knows talent**
For every person you place, ask them for an introduction to people with whom they've enjoyed working. Keep the cycle to continue growing your network with quality talent.
- 2 Post jobs on your LinkedIn Company Page**
Your followers are waiting to learn more about open job opportunities, so posting jobs to your Company Page should be the first place you start.
- 3 Discover new channels where talent hang out**
Ask your newly placed hires which blogs and communities they use to stay sharp in their fields. Join the conversation to meet new potential candidates.
- 4 Set engagement reminders**
With LinkedIn Recruiter or your calendar, set a timed reminder to reach back out to candidates with whom you want to stay connected. For example, set a reminder to comment on a LinkedIn status update of a potential candidate every 30 days or so. It's enough to keep a feeling of connection without going overboard.
- 5 Ask colleagues to share jobs on LinkedIn**
As a recruiter, you have a powerful network of potential candidates. Just imagine the power of your colleagues' networks.
- 6 Think personal**
When you engage a potential candidate in your pipeline, connect on a professional and personal level. Don't just ask what they want to do in a year, ask them about their dream job. How can you share a bit about yourself too?

4 LinkedIn Recruiter tricks to help you source smarter

With access to 530+ million professionals in [LinkedIn Recruiter](#), whittling down search results for the perfect hire involves scouring through a lot of names, faces, and qualifications. These four Recruiter features will simplify the process and help uncover the quality talent you're after.

1 Find candidates raising their hands for new opportunities

Did you know 90% of talent on LinkedIn are open to new opportunities? It's easy to find job seekers who are proactively looking for a new role and prioritize them in your outreach. These open candidates are 2x more likely to respond to your InMail messages on LinkedIn.

After you run a search in Recruiter, find open candidates by clicking the spotlight called "open to new opportunities." When you hover over an open candidate's profile summary, you'll see details on roles they're interested in, their willingness to work remotely or relocate, their available start date, and more.

The screenshot shows the LinkedIn Recruiter interface. The top navigation bar includes the LinkedIn logo, 'RECRUITER', and tabs for 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. A search bar is present with a 'Saved / History' link. The main content area displays search results for 'Project Manager' in the 'Greater Chicago Area'. The results are filtered to show 201 candidates 'open to new opportunities'. Two candidate profiles are visible: Kenneth Hamm and Emily Dalton. A tooltip for Emily Dalton is shown, displaying her roles, job type, and start date.

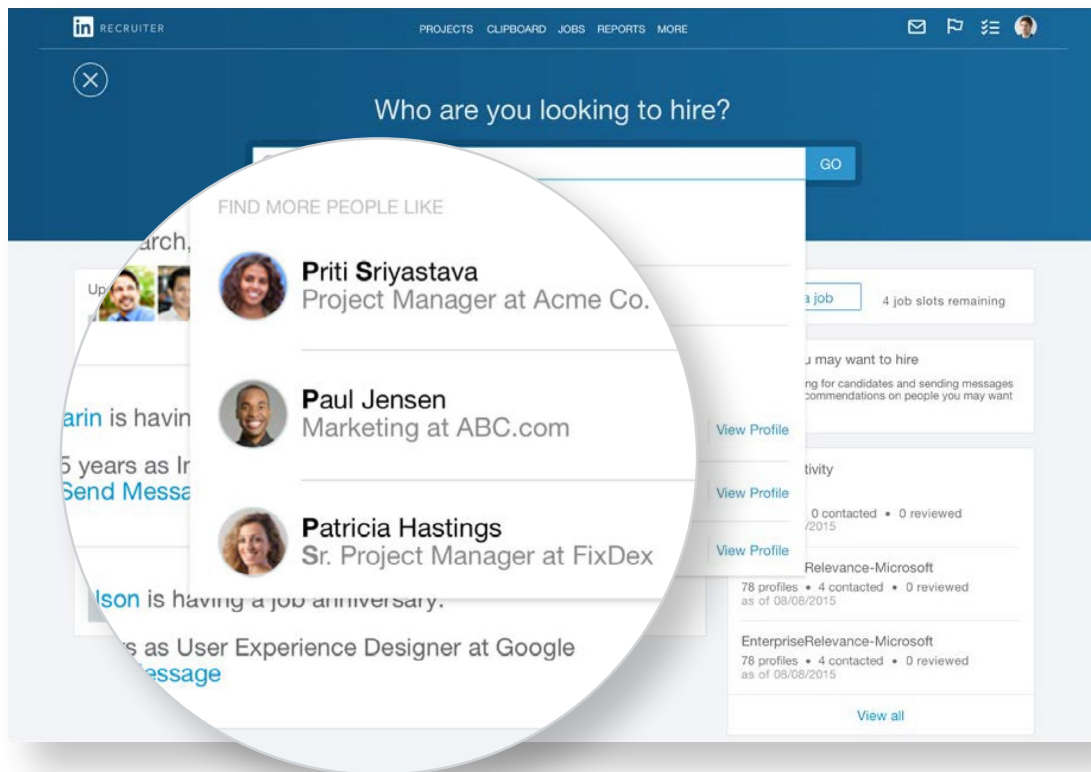
Showing results for	9K total candidates	201 open to new opportunities	694 have company connections	442 engaged with your talent brand
Job title Project Manager (4,531,455) + Technical program manager, Program mana...	201 open to new opportunities 1 - 25			
Locations Greater Chicago Area (77,176) + San Francisco Bay Area, Greater New York...	Kenneth Hamm • 3rd Project Manager, Business Analytics at LinkedIn Chicago, Illinois - Information Technology and Services Current: Project Manager, Business Analytics at LinkedIn 2011 - Present Founder at Eyesight Analytics 2013 - Present Past: Data Analysis / Project Manager at Splashtop Inc. 2008 - 2011 Venture Capital Analyst Intern at DFJ Dragon Fund 2005 - 2008 Education: Duke University 2004 - 2008 2 Company connections 4 Shared connections Open to new opportunities			
Skills Business strategy (4,193) Analytics (6,424) + Market entry, Analysis, Corporate developm...	Emily Dalton • 2nd Project Manager at Dropbox Chicago, Illinois - Information Technology and Services Current: Project Manager at Dropbox 2013 - Present Past: Data Analysis / Project Manager Intern at Splashtop Inc. Venture Capital Analyst Intern at DFJ Dragon Fund 2008 - 2011 Education: University of Chicago 2000 - 2005 5 Company connections Recruiting activity Open to new opportunities			
Companies + Add companies Google, Facebook, Evernote, LinkedIn, Ocu...	Open to new opportunities Roles: Project Manager, Sr Project Manager Job type: Full time, Contract Start date: Anytime			
Education Any to 2012 Northwestern University (100) DePaul University (150) + University of Illinois at Urbana-Champaign, P...				

4 LinkedIn Recruiter tricks to help you source smarter

2 Use your client's top performers to guide your search

Have you ever been asked to hire someone “just like Sarah from sales?” What about find someone who is “50% Mario from marketing and 50% Devon from design?” Sometimes, it's easier for clients to describe who, rather than what, they're looking for.

Simply enter the name of an individual into the search bar, and Recruiter or Recruiter Professional Services will build a search based on his or her profile data and uncover similar talent.

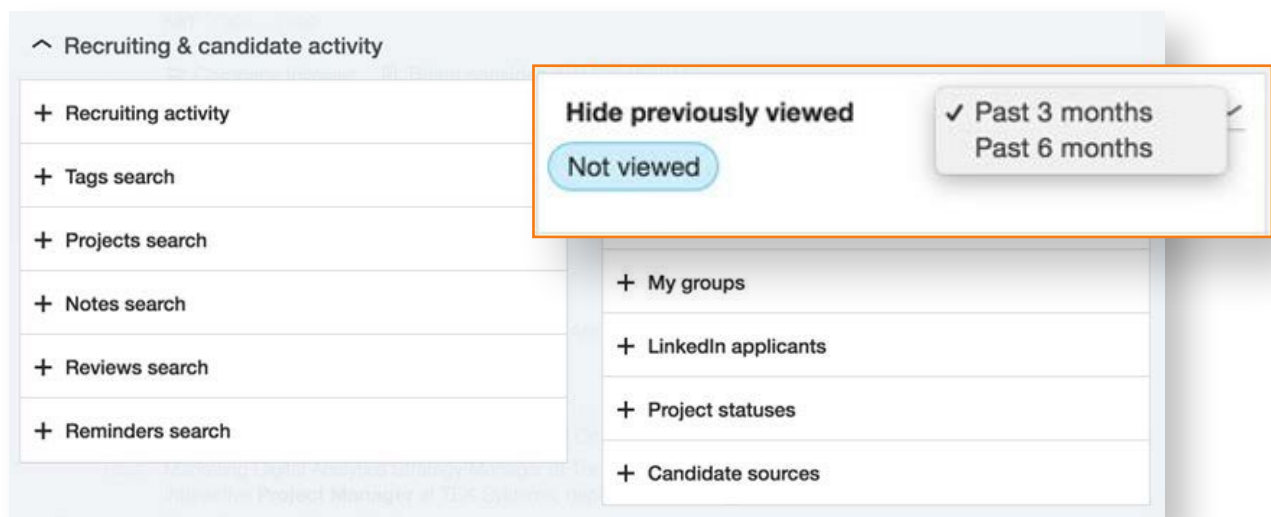


4 LinkedIn Recruiter tricks to help you source smarter

3 Find fresh faces by hiding profiles you've already viewed

When you're sourcing for a new placement or building out your pipeline, scanning through hundreds of profiles can take a mental toll. Faces and names start to blend together. Save yourself the time and effort by filtering out candidates you have already viewed.

The 'Hide previously viewed' search filter allows you to quickly remove profiles you've visited within a 3- or 6-month timeframe.



4 LinkedIn Recruiter tricks to help you source smarter

4 Find highly responsive contractors available now

Recruiter has a search filter called 'employment type' that you can use to find qualified contractors. Choose your search criteria and select 'contractor' to see a list of all the potential candidates that are interested in contract work – over seven million LinkedIn members. To start, we recommend selecting the 'open to new opportunities' spotlight to find the contractors who have raised their hands to signal they're currently interested in a new contract role.



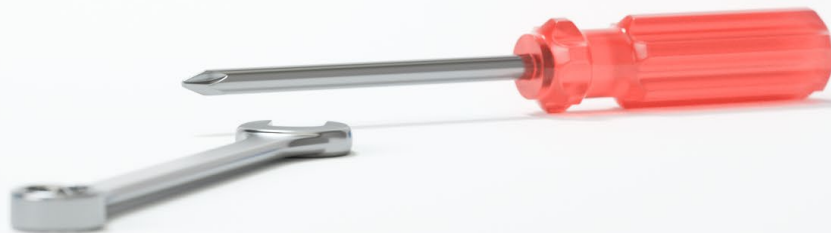


Recruitment solutions from LinkedIn

**TOOLS TO MAKE YOUR JOB EASIER -
AND MORE EFFECTIVE**

LinkedIn Talent Solutions includes a suite of smart recruiting technology that's engineered for growing businesses. Companies of all sizes use Talent Solutions to find and place strong, qualified candidates that keep clients happy (and coming back for more).

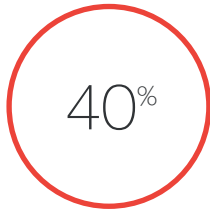
Learn about the recruitment solutions you can start using today to help you solve your biggest challenges, improving your end-to-end recruiting experiences.



Reach the right person for the role

Jobs Network overview

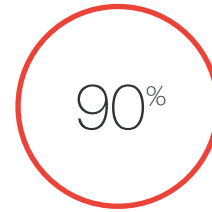
LinkedIn Jobs helps you reach the best candidates on the world's largest professional network of 530M+ members, most of whom aren't even visiting job boards. Automatically target your open roles – in emails and across LinkedIn – to candidates with the right skills and experience.



higher applicant quality
vs. job boards



view jobs on LinkedIn
every week



of members are open to
new job opportunities

Job Posts

Create one or multiple job postings, and set a daily budget to advertise open positions at your company.

Job Slots

Job Slots allows you to swap out job postings as often as you like for greater flexibility and for potential cost efficiencies.

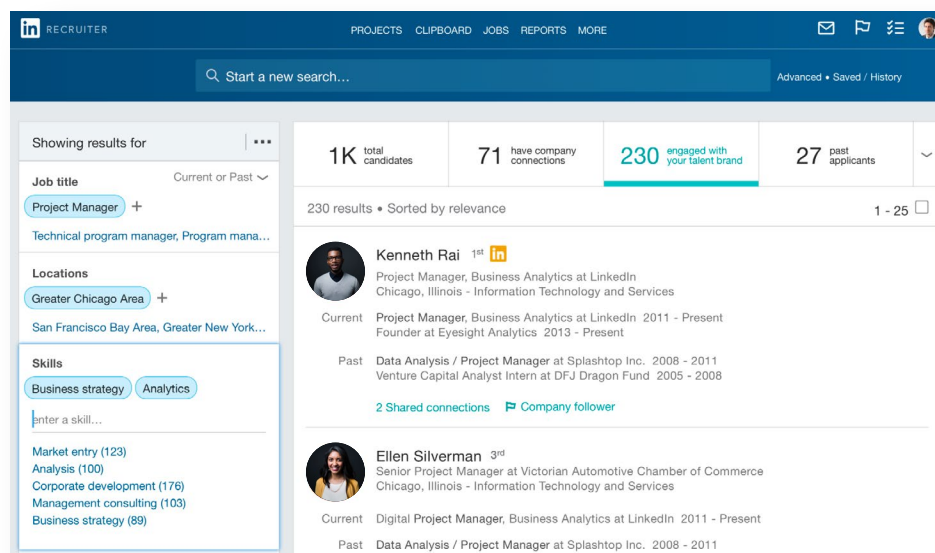
Find the right candidate, faster

LinkedIn Recruiter

Find, engage, and nurture your ideal candidates faster and more cost-effectively than ever. It's easy to hone in on the perfect hires with LinkedIn's most powerful search tools at your fingertips.

PRODUCT HIGHLIGHTS

- 75% of all recruiters say they are more successful with LinkedIn Recruiter
- Contact anyone – 100 InMail messages a month per seat holder
- Zero in on the right person with 20+ premium search filters
- Use guided search and Spotlights to find the highest-quality candidates (who are most likely to respond to you)
- Search for both contractors and full-time candidates



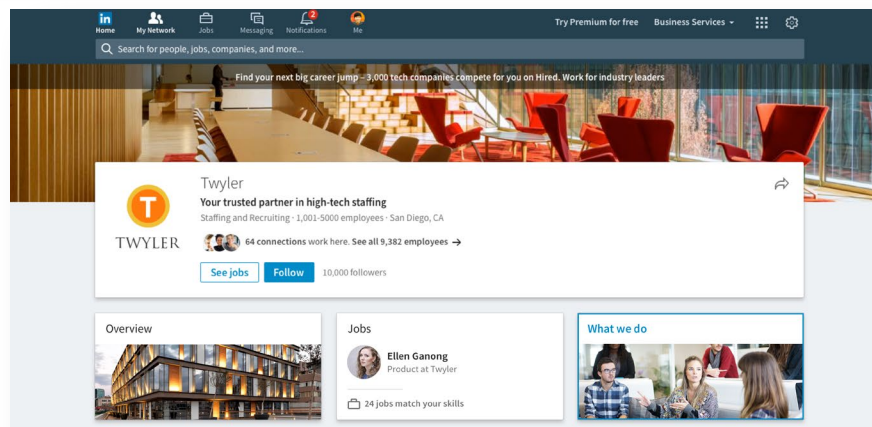
Engage with candidates and clients

Career Pages for staffing firms

Now you can reach both of your audiences in one place. Tell your unique company story and give candidates personalized job recommendations. A LinkedIn Career Page for staffing can help grow your business – and revenue – faster.

PRODUCT HIGHLIGHTS

- Send potential candidates and clients the right message with new audience views tailored to them
- Add a fully customizable Contact Us module on your page to collect contact info from potential clients
- Solidify your company's credibility with dual testimonial sections – one for candidates that you've helped place and one for business clients that you've helped find candidates for
- Increase response rates and boost engagement by driving more applicants through your Career Page



CONCLUSION

ULTIMATE RECRUITING TOOLBOX

Since you're already an expert at every stage in the recruiting process, we hope this toolbox provides the resources you need to find and place candidates smarter and faster in 2018. From pre-screen to placement, LinkedIn is here to help you solve any challenge that comes your way.

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 530+ million members worldwide, LinkedIn is the world's largest professional network.

