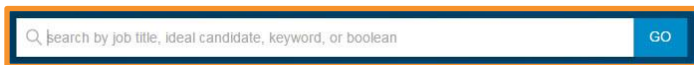


Five Levels of Identifying Talent

If you want to gain a competitive advantage, use these techniques to strengthen your search skills.

Guided Search

Search by a job title, keyword, ideal candidate, or with Boolean modifiers. As you enter your search terms, Recruiter suggests additional job titles, skills, companies, and more, based on the information you have already provided.



Conceptual Search

Conceptual searches incorporate alternate key words and job titles in the search string. This search technique is designed to make sure that you cast a wide net and capture all potential leads by including terms that may not be in the job description, but are common within the field or industry.

When constructing a conceptual search, a best practice is to review the job description to identify every required skill set. Start identifying all the ways the job can be expressed, including keywords that aren't necessarily in the job description. You should have a few questions in mind:

- Are there alternate job titles commonly used in the industry?
- What are the required skills?
- What technologies are used and how are these technologies commonly identified?

By analyzing the job description, you can determine other ways the job title can be expressed and keywords you can add to your search string.



Implicit Search

An implicit search is a way of identifying candidates based on what isn't explicitly mentioned in profiles, but rather what is implied. This form of search requires making assumptions. For instance, a member may not have details or keywords about their experience on their profile, but their group memberships imply that he or she does in fact possess a particular skill.

Natural Language Search

A natural language search is a way of searching for responsibilities and capabilities, not just keywords and job titles. Natural language searches use action words that people do in their jobs, like "initiate, plan, execute, control, close."

Indirect Search

Indirect search means targeting people who may know others who are ideal prospects. You can target the people who likely know, or work with, the people you need to find. For instance, searching for a project coordinator might lead you to project managers.

Use the following indirect search tools in Recruiter to perform indirect searches:

- Find more people like
- People Also Viewed
- Connection paths
- Recommendations

