



Creativity + Logic = Increased Results

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Creativity...

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while” ~Steve Jobs

About Me

- ▶ Sourcer for Northrop Grumman Aerospace Systems
- ▶ 8 Years Recruiting/Sourcing
- ▶ 13 Year Veteran
- ▶ Gadget geek and a bit of a nerd



*Reference available



Agenda

- ▶ Live Poll
- ▶ Searching...
- ▶ Creating a repeatable process
- ▶ Creativity + Logic
- ▶ Boolean String Slinger

Today's Live Poll

[www.polleverywhere.com/
arrondaniels619](http://www.polleverywhere.com/arrondaniels619)

What you should see...

Hi there!

If this is your first time here you're probably wondering what this is.

As soon as your presenter displays a poll, we'll automatically update this area and give you the voting options.

Your responses are in the column on the right. Feel free to click on them to go back to the poll. Don't worry, you'll still be able to go back to the current poll your presenter is on.

Thats it! **Easy as pie**. Just hang tight, you're ready to go.



Live Poll #1

How Long Have You Been
Sourcing?

Live Poll #2

What do you use to store your sourcing data or searches?

Live Poll #3

What is your main source for candidate search?

Live Poll #4

What is your favorite method to contact candidates?

Live Poll #5

The last poll question will be at
the end...

Searching...

Normal places to search

- ▶ ATS/CRM
- ▶ Job Boards
- ▶ LinkedIn
- ▶ Social Media
- ▶ World Wide Web

Searching...

What we know...

- ▶ Search engines cannot “see” all of the internet
- ▶ All search engines are not created equal – results differ
- ▶ Results will vary based on search engine's algorithms, ranking, and indexing. For example...

Searching...

site:linkedin.com/in (aerospace OR
defense) ("research scientist" OR
"low observable" OR survivability)
"Greater Los Angeles"

Searching...

The image shows a side-by-side comparison of a search query. On the left, the search is performed on the LinkedIn website, and on the right, it is performed on Google. Both searches use the query: "site:linkedin.com/in (aerospace OR defense) ("research scientist" OR "low observability")".

Left Panel (LinkedIn Search):

- Search bar: site:linkedin.com/in (aerospace OR defense) ("research scientist" OR "low observability")
- Results list:
 - Mark Zakrzewski | LinkedIn**
View Mark Zakrzewski's professional profile on LinkedIn... Greater Los Angeles Area Industry: Defense & Space. Previous: The Aerospace Corporation, Intel. Education: Research Scientist at The Aerospace Corporation. Ben Wright.
<https://www.linkedin.com/in/markzakrzewski>
 - Dominique Fourquette | LinkedIn**
View Dominique Fourquette's professional profile on LinkedIn... Greater Los Angeles Area Industry: Aviation & Aerospace. Previous: Research Scientist at Michigan Aerospace Corporation. LinkedIn Corporation © 2015. User Agreement, Privacy...
 - Benjamin Boves, Ph.D. | LinkedIn**
Greater Los Angeles Area Industry: Defense & Space. Current: The Aerospace Corporation. Previous: Google, LLC... Research Scientist at The Aerospace Corporation. Adam Burmester. Member of the Technical Staff at The Aerospace Corporation. Mark Zakrzewski.
<https://www.linkedin.com/in/benjaminboves>
 - Beverly Wall | LinkedIn**
Greater Los Angeles Area Industry: Aviation & Aerospace... Beverly has more than 13 years of broad-based aerospace and aeronautical experience as a Systems Engineer... reliability, maintainability, testability, human systems integration, survivability, vulnerability, susceptibility.
<https://www.linkedin.com/in/BeverlyWall>
 - Shane Bunnag | LinkedIn**
View Shane Bunnag's professional profile on LinkedIn... Greater Los Angeles Area Industry: Defense & Space. Current: Northrop Grumman Aerospace Systems. Previous... Coordinate propulsion and survivability IPTs to arrive at balanced design solutions.
<https://www.linkedin.com/in/shanebunnag>

Right Panel (Google Search):

- Search bar: site:linkedin.com/in (aerospace OR defense) ("research scientist" OR "low observability")
- Results:
 - About 672 results (0.66 seconds)
 - Sean Keil | LinkedIn**
<https://www.linkedin.com/in/seankeil>
Greater Los Angeles Area - Survivability Engineer
Location: Greater Los Angeles Area. Industry: Defense & Space... I'm an aerospace engineer with 2 years of experience and an MS degree from USC... challenging aircraft survivability problems at Northrop Grumman Aerospace Systems.
 - Mark Zakrzewski | LinkedIn**
<https://www.linkedin.com/in/markzakrzewski>
Greater Los Angeles Area - Research Scientist at The Aerospace Corporation
Research Scientist at The Aerospace Corporation. Location: Greater Los Angeles Area. September 2013 - Present (1 year 6 months). Greater Los Angeles Area.
 - Jerry Burman | LinkedIn**
<https://www.linkedin.com/in/jerryburman10v>
United States - Senior Research Scientist at Teledyne Scientific Company
Senior Research Scientist at Teledyne Scientific Company. Location: United States... Design and develop autonomous systems for defense and commercial applications - Networking and... at Deloitte Consulting. Greater Los Angeles Area.
 - Gregory Bloom | LinkedIn**
<https://www.linkedin.com/in/gbloom>
Orange County, California Area - President at Seal Science, Inc.
April 2008 - March 2009 (1 year). Greater Los Angeles Area. Entered... integration for survivability system solutions on military, aerospace, and space platforms.
 - Benjamin Boves, Ph.D. | LinkedIn**
<https://www.linkedin.com/in/benjaminboves>
Greater Los Angeles Area - Scientist / Engineer at The Aerospace Corporation
Benjamin Boves, Ph.D. Scientist / Engineer at The Aerospace Corporation. Location: Greater Los Angeles Area. Industry: Defense & Space.

Searching...

We also know...

- ▶ Use multiple queries within the same outlet to avoid “Dark Matter” *
- ▶ Query multiple sources for like information for more comprehensive results
- ▶ Search terms differs by site for example...

*Reference available

Searching...

site:linkedin.com/in
(aerospace OR
defense) ("research
scientist" OR "low
observable" OR
survivability) "Greater
Los Angeles"

site:linkedin.com/in
("radar cross section"
OR knowbell
OR "know bell")
-"research scientist"
-"low observable"
-survivability "Greater
Los Angeles"

Searching...

The screenshot shows a search engine results page with two browser windows. The left window shows search results for LinkedIn profiles, and the right window shows search results for the same query on Google.

Browser 1 (Left): [site:linkedin.com/in \("radar cross section" OR knowbell OR know bell\) - sura](https://www.linkedin.com/in/michaeleneberg)

- Michael Eneberg | LinkedIn**
View Michael Eneberg's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Michael Eneberg discover more ...
[linkedin.com/in/michaeleneberg](https://www.linkedin.com/in/michaeleneberg)
- Damia Acar | LinkedIn**
View Damia Acar's professional profile on LinkedIn. ... October 2010 - June 2011 (9 months)
Greater Los Angeles Area ... Programmed a graphical user interface for radar/cb- cross-section-0b- prediction of large objects such as aircrafts, ...
[linkedin.com/in/damiaacar](https://www.linkedin.com/in/damiaacar)

No more results. Try:
[site:linkedin.com/in \(radar cross section OR knowbell OR know bell\) - survivability-low observable Greater Los Angeles](https://www.linkedin.com/in/radar-cross-section-OR-knowbell-OR-know-bell)

Browser 2 (Right): [Google site:linkedin.com/in \("radar cross section" OR knowbell OR knc](https://www.google.com/search?q=site:linkedin.com/in+%22radar+cross+section%22+OR+knowbell+OR%27knc)

15 results (0.68 seconds)

- David Cavaliere | LinkedIn**
<https://www.linkedin.com/in/davidcavaliere>
Greater Los Angeles Area - Business Development/Production Management/Program Management
... Management. Location: Greater Los Angeles Area. Industry: Program Development
... Systems Engineer - Radar Cross Section at STAR Dynamics
- Damia Acar | LinkedIn**
<https://www.linkedin.com/in/damiaacar>
Greater San Diego Area - DSP F/W Engineer at Qualcomm
June 2011 - March 2013 (1 year 10 months) Greater Los Angeles Area ... Programmed a graphical user interface for radar cross section prediction of large ...
- Sydrae Sanchez | LinkedIn**
<https://www.linkedin.com/in/sydraesanchez>
Greater Los Angeles Area - Research Scientist at Lockheed
Engineering support of indoor and outdoor radar cross section testing facilities and data analysis of the tested product using Knowbell for data processing and ...
- Tod Gentile | LinkedIn**
<https://www.linkedin.com/in/todgentile>
Greater Los Angeles Area - Parasight Author
The MMSIS department built limited-production radar cross section measurement systems. During this period I was primarily a project manager, overseeing the ...

A Tale of Two Searches...

site:linkedin.com -
inurl:dir -intitle:profiles
-inurl:jobs2 -inurl:jobs
(sourcer OR sourcing)
(CSE OR "custom
search engine" OR
candidate) Houston,
Texas

Search 1

site:linkedin.com/in
(sourcer OR sourcing)
(CSE OR "custom
search engine" OR
candidate) Houston,
Texas

Search 2

Search 1

site:linkedin.com -
inurl:dir -intitle:profiles -
inurl:jobs2 -inurl:jobs
(sourcer OR sourcing)
(CSE OR "custom
search engine" OR
candidate) Houston,
Texas

The Yahoo! logo is displayed in a purple, serif font with an exclamation point, set against a white rectangular background.

~34,000 Results

The Google logo is displayed in its multi-colored, sans-serif font, set against a white rectangular background.

~17,500 Results

Search 2

site:linkedin.com/in
(sourcer OR sourcing)
(CSE OR "custom
search engine" OR
candidate) Houston,
Texas

The Yahoo! logo is displayed in a purple, serif font with an exclamation point, set against a white rectangular background.

~9,130 Results

The Google logo is displayed in its multi-colored, sans-serif font, set against a white rectangular background.

~5,760 Results

Searching...

Searching the Greater LA area...

- ▶ Location searching for LinkedIn is (for the most part) grouped by areas
- ▶ Location from Indeed is user identified

Senior Algorithms Systems Engineer
Greater Los Angeles Area | Defense & Space

RF Systems and Algorithms Engineer
Redondo Beach, CA



Searching in Summary

- ▶ For a comprehensive result while searching the web, use multiple search engines
- ▶ Search for the “same thing” in different ways i.e. Find a recruiter without saying recruit
 - ▶ Think- “What does this person DO, and what do they do it WITH?”

Creating a Repeatable Process

How do you record and repeat your searches?

- ▶ Text File
- ▶ Word Documents
- ▶ Web Tiles
- ▶ Web History*

*Reference available

Creating a Repeatable Process

- ▶ Let's look at Excel...
 - ▶ Not solely for data storage but data manipulation
 - ▶ No formatting issues
 - ▶ Quickly execute searches

How it started...



@TheBalazs
Balazs
Paroczay

A screenshot of the website 'BALAZS & THE MAGIC SOURCING WORLD'. The page features a dark, textured background with a navigation menu at the top containing 'Home' and 'Hey?'. Below the title is a list of keywords: 'sourcing | sourcer | scouting | scout | talent | boolean | recruiting | recruitment | recruiiser | hiring | ...'. A search bar is present with the text 'SEARCH FOR IT!' and 'search this site'. A 'MY TOPICS' section lists 'direct sourcing', 'facebook', and 'sourcing'. A featured article titled 'The Facebook #Sourcing Tutorial Part 2.' is highlighted with a red arrow and a '16' comment count. The article text discusses Facebook's search engine changes and provides a summary of the old search method. At the bottom, there are social media sharing options for Twitter, LinkedIn, Facebook, StumbleUpon, Dribbble, Xing, and Print.

*Reference available

Creativity + Logic

- ▶ Facebook search via Balazs method is extremely effective.

1. `/str/google/pages-named/employees/present/intersect`
2. `/str/spanish/pages-named/speakers/intersect`
3. `/str/android/pages-named/employees/intersect`

Creativity + Logic

- ▶ The Balazs method requires the user to adjust/change the url to produce desired results
- ▶ I often misspell things... so I wanted to repeat the process quickly without mistakes.

Creativity + Logic

1. /str/google/pages-named/employees/present/intersect
2. /str/spanish/pages-named/speakers/intersect
3. /str/android/pages-named/employees/intersect

FACEBOOK SEARCH QUICK LINKS

Current Employee Search

<https://www.facebook.com/search/str/Company/pages-named/employees/present/intersect>

Past Employee Search

<https://www.facebook.com/search/str/Previous Company/pages-named/employees/past/intersect>

Creativity + Logic



@Intelligence
Shane McCusker

Find People on Facebook whose

Name is AND

[This form designed by Intelligence Software](#)

*Reference available

Creativity + Logic

- ▶ Could it be done with other sites?
 - ▶ LinkedIn
 - ▶ Indeed
 - ▶ Twitter
 - ▶ Instagram
- ▶ Can I search site with multiple search engines ?

Creativity + Logic

- ▶ Quickly search multiple sites with the same/similar criteria
- ▶ Repeat searches without retyping
- ▶ Place to record results if desired
- ▶ No formatting issues

Boolean String Slinger

BOOLEAN STRING SLINGER

Search Site	Keyword 1	Key Term 2	Location
LinkedIn X Ray Search 1 site:linkedin.com/in Search Google Duck Duck Go Yahoo	Keyword 1	Keyword 2	Keyword / Location
LinkedIn X Ray Search 2 site:linkedin.com/pub-inur Search Google Duck Duck Go Yahoo	Keyword 1	Keyword 2	Keyword / Location
LinkedIn X Ray Search 3 site:linkedin.com-inurldir Search Google Duck Duck Go Yahoo	Keyword 1	Keyword 2	Keyword / Location
Indeed (Specific Location) site:indeed.com/r Search Google Duck Duck Go Yahoo	Keyword 1	Keyword 2	intitle("), CA" OR California) intitle("Los An
Indeed (Specific Location) site:indeed.com/r Search Google			

Formula

```
=HYPERLINK("http://www.google.com/search?q="&CONCATENATE(A6,B6,C6,D6,E6,F6,G6)&"&safe=active", "Search Google")
```

- ▶ 1. =HYPERLINK
 - ▶ Creates a path to destination specified
- ▶ 2. http://www.google.com/search?q=
 - ▶ Feel free to turn safe search on or off
- ▶ 3.CONCATENATE
 - ▶ Identifies data in cells you wish to search
- ▶ Search Google
 - ▶ Identifies hyperlink label

*Reference available

Remember Alfredo Lugo?



Final Poll...

In less than 5 words, send Alfredo some words of encouragement before he starts Ranger School and as he completes his commissioning process.

In Closing

- ▶ If it works (no matter how simple) use it
- ▶ Referrals are still magic
- ▶ Fail aggressively

- ▶ Candidate engagement is our goal
 - ▶ Don't get blindsided by the search
 - ▶ Don't get wrapped up in the tools
 - ▶ The candidate experience matters

Thank You and Connect



www.linkedin.com/in/arrondaniels



@Arron_Daniels

References

- ▶ LinkedIn's Dark Matter – Undiscovered Profiles
 - ▶ [Glen Cathey](#)
- ▶ Quora
 - ▶ [Site](#)
 - ▶ [Jnip](#)
- ▶ The Anatomy of Google Search
 - ▶ [Aaron Linz](#)
- ▶ Facebook Search
 - ▶ [Balazs Paroczay](#)
 - ▶ [Shan Mc Cusker](#)
- ▶ Excel Search to Google
 - ▶ [Link](#)
- ▶ Web History
 - ▶ [Jim Strayd](#)
- ▶ Really Cool yet unproductive Excel Project
 - ▶ [Stop motion](#)
 - ▶ [Excel Art](#)
- ▶ Seriously
 - ▶ [Han Shot First](#)