

Stacy's Slip-ups: Sourcing Lessons Learned the Hard Way



Stacy Zapar

Founder & Principal
The Talent Agency
@StacyZapar

A little about me

- Recruiting nerd who loves her job
- Corporate Recruiter / Sourcer turned Consultant
- Have never paid an agency fee
- Love yoga, tennis, classic films, logic puzzles, video games, gardening and travel
- Chronic procrastinator and world's worst cook

#iburnpoptarts





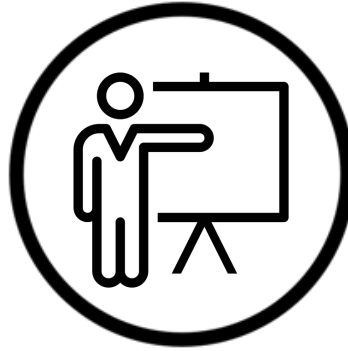
the *talent* agency

thetalentagency.io

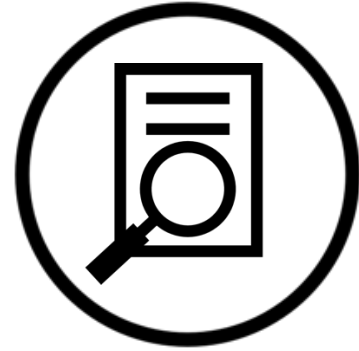
We help talent acquisition teams
grow, evolve and scale.



sourcing



training



exec search

our happy clients



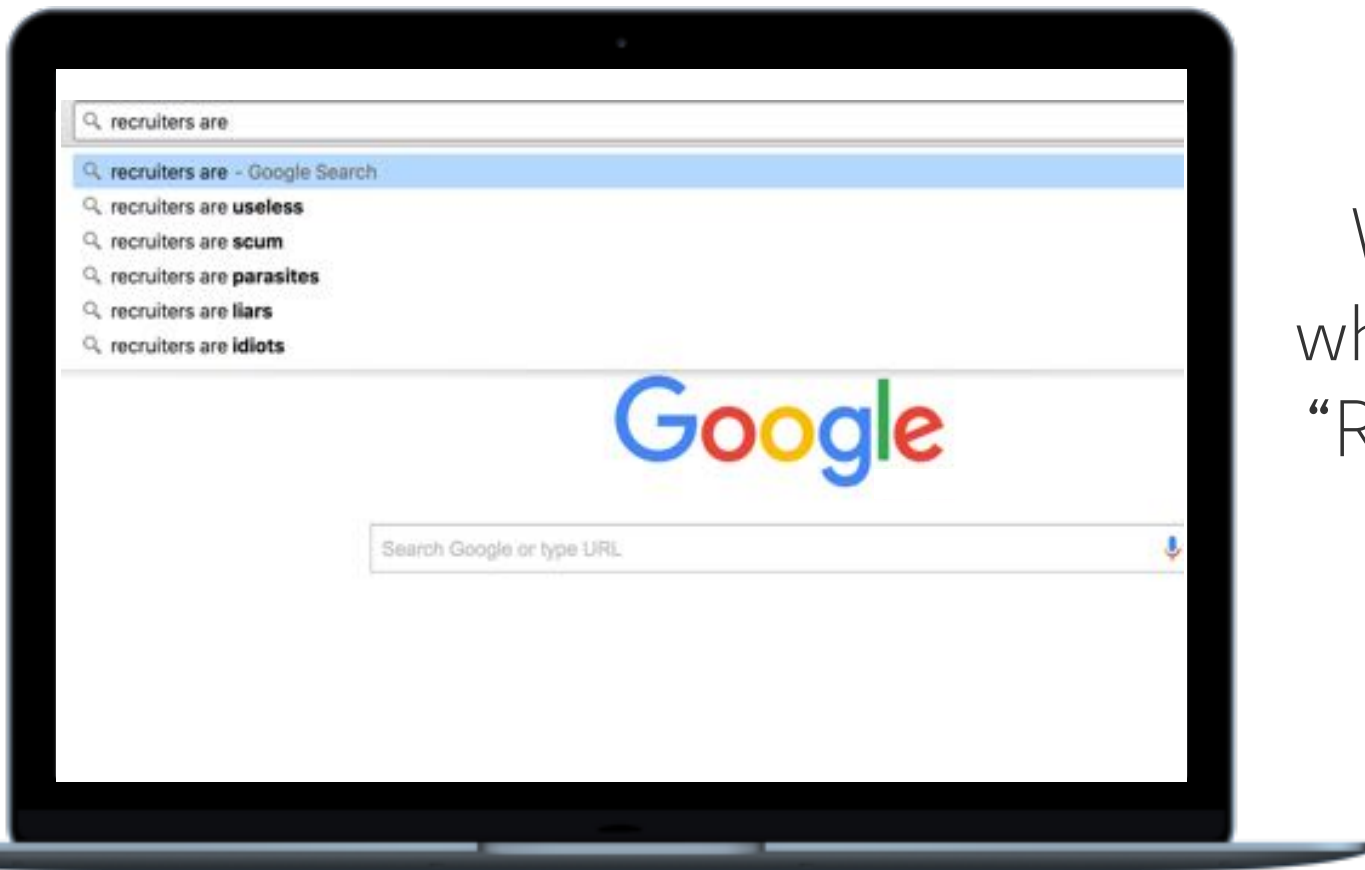
Note: You'll get a virtual goodie bag afterward (with this presentation and other assorted goodies)



Today's Agenda

- Cringe
- Laugh
- Learn
- Change





What happens
when you Google
“Recruiters are...”



But WHY??

We advance careers!

We build great teams!

We change lives!



Sourcing is hard!

Find great people.

Reach out.

Get them to respond
back and talk to us.

Lots of trial & error...
and slip-ups do
happen.

So what are we doing in
to sour people against
us?

And how can we turn the
tide?

(Because I'm PROUD
to be a Recruiter, darnit!)





Sadly, there were lots of places to crowdsource examples:

- Twitter accounts
- hashtags
- Tumblr blogs
- Reddit



This is a time for a
little self-reflection...
for me too!

We've ALL made
these mistakes
along the way,
myself included.



Stacy Donovan Zapar
@StacyZapar



That awkward moment when you're old and not wearing your glasses and text a candidate to wish them luck and accidentally finish with a 🙌 instead of a 🍀 ...

#recruiterfail 🙈

7:54 AM - 2 Oct 2018

10 Retweets 199 Likes



Accidental
one-finger salute.
Oops!

01

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She has her hands pressed against her eyes, and her face is contorted in a pained or distressed expression, with her mouth open as if crying or shouting. The background is a solid, muted blue color.

Subject Matter Expertise Fails

"We are currently looking for Big Data Engineers or Software Engineers- Big Data"

It is a rare recruiter that knows the difference.

3 notes



Ya know,
either or.



Shit Recruiters Say
@recruiterbro

Follow



"HIGH VISIBILITY STEALTH PROJECT!"
HT @infil00p

9:00 AM - 7 Aug 2017

2 Retweets 11 Likes



Amie Ernst @amieernst · 7 Aug 2017
Replying to @recruiterbro @infil00p



Hiding in
plain sight?



Shit Recruiters Say

@recruiterbro

Follow



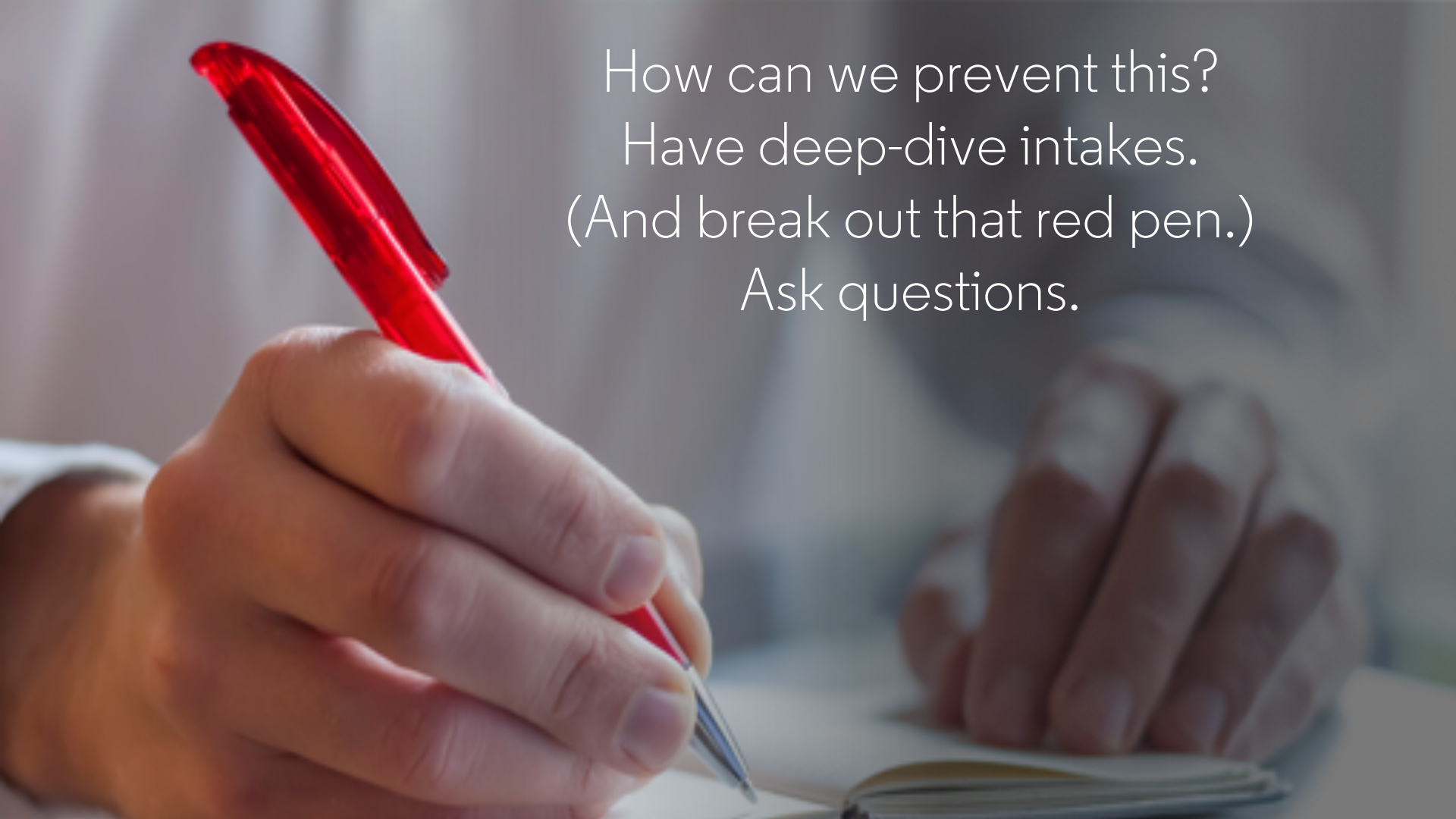
"I notice on your LinkedIn that you have MySQL skills, but do you have plain SQL skills?" via @halligans

9:00 AM - 23 Mar 2017

2 Retweets 26 Likes



Plain SQL versus
the fancy kind.

A close-up photograph of a hand holding a red pen, writing on a notepad. The background is blurred, showing another person's hand resting on a surface. The text is overlaid on the right side of the image.

How can we prevent this?
Have deep-dive intakes.
(And break out that red pen.)
Ask questions.

GOING BEYOND “INTAKE MEETINGS”

- Wants v. needs?
- Career path potential?
- Pie in the sky candidate?
- Impact of the role?
- Clones on the team?
- Deal breakers?
- Companies to source from?
- Diversity goals?
- Why would a top performer want this job?
- How would others describe your mgmt style?

Bring along a few resumes & listen to the hiring manager review them out loud.



RESUME

Street Name 1
1000 City Name
No. 2000 Street
E-Mail: emailname@domain.com

SUMMARY

- Experience in commercial engine development
- Deep knowledge in programming
- Strong experience in software design and architecture, problem solving, software programming, performance optimization
- 10 years of development experience. Worked on projects in various industries
- Management of a small team of engineers

WORK EXPERIENCE

- 2010 - Present** Company Name Ltd. (United States)
Job Position Title
- Working on new commercial project
- Led and guided all member where achievement was high and
 - Supervised new projects where new software developed within 6 months
 - Directed all team members, assigned engineer to different projects
 - Managed and kept progress with lowest performance when structure start to improve
 - Managed multiple teams for regular maintenance and provide long

2005 - 2010 Company Name
Job Position Title

- Working mostly on engine development
- Built new version of engine computer program
 - Supervised all member with in code maintain, other software develop
 - Led and guided team, supervised and maintained software version
 - Managed other version of other with commercial grounds in all areas

ACADEMIC QUALIFICATIONS

2005 - present State Technical University
Master graduate student, CS

2000 - 2005

Still not 100% sure that
you'll know it when you
see it? Book more time.





Don't be afraid to
go to ask the
hiring team
questions or go to
staff meetings.
Sit nearby.
Embed yourself
for a while.

Read a book,
take a class,
go online,
study up!



A person is shown from the chest up, wearing a grey sweater, holding a lit sparkler. The background is a soft, light blue with several small, glowing yellow star-like particles scattered throughout. The text is overlaid on the lower half of the image.

STACY'S SECRET SAUCE

my favorite favorites

THE RECRUITING TOOLS & RESOURCES I LOVE MOST

02

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her eyes with both hands, and her face is contorted in a wide, open-mouthed laugh, showing her teeth. The background is a solid, muted blue color.

Spray & Pray Fails



Anthony Caiafa

@AnthonyCaiafa

Follow



Received a recruiter email that told me how "Awesome" I was.. Along with the other 60 people that were on the email [#RecruiterFail](#)

11:59 AM - 4 Aug 2014

7 Retweets 8 Likes



All 61 of you are
so special and
awesome to me.
#bcc



Benjamin Lipsman

@blipsman

Follow



LOL... when a recruiter apparently emails you a job listing because your street name matches one of the requirement terms

[#RecruiterFail](#)

11:27 AM - 14 Aug 2017

2 Retweets 1 Like



1874 Ruby Lane



Alejandro Ramirez

@j4n0

Follow



I was curious to see if a nonsense LinkedIn account would also receive job offers. It does! :D

The screenshot shows a LinkedIn profile for a user named 'Sea Bream' with a profile picture of a fish. The bio reads: 'I'm a Sea Bream. I live underwater. London, Reino Unido'. To the right, a job offer is visible from a recruiter. The job title is 'iOS Development role in London, UK'. The recruiter's message says: 'Hi Sea, I came across your profile and was very impressed by your background. Your experience related to iOS development is solid. I'm hiring for a iOS Developer to work with an awesome technology company who's mission is extremely human-interest perspective. This role is based in there [redacted] London OFF £55k + £15k stock'. Below the message, the job experience is listed as 'Lead iOS Developer' at 'UNDERWATER & MARINE SEI' from 'ene. de 2015 - actualidad - 4 años' in London.

Something's fishy...



Sea Bream

I'm a Sea Bream. I live underwater.

London, Reino Unido

Añadir sección ▾

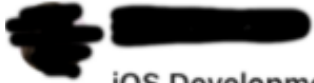
Más...

Underwater iOS tech lead. I do clean code, rxswift, swift, mvvc, viper, I LIVE INSIDE A PINEAPPLE, React Native, Git, Sketch, SOLID. My best

“I LIVE INSIDE A
PINEAPPLE”

 Recruiter

29 de abr.




iOS Development role in London, UK

Hi Sea,

I came across your profile and was very impressed with your background. Your experience related to iOS development is solid.

I'm hiring for a iOS Developer to work with an award-winning technology company who's mission is extremely admirable from a human-interest perspective

This role is based in there  London Office.
£55k + £15k stock

#facepalm



Alejandro Ramirez @j4n0 · May 6

Got suspended, they are asking for my fish passport :(argh, I look terrible on this photo

Escoge el tipo de documento

Tendrás que cargar una imagen del documento.

Escoge el país emisor de tu documento de identificación

Reino Unido

Selecciona el tipo de identificación

- Pasaporte
- Carnet de identidad
- Carnet de conducir

Utilizaremos la información para verificar quién eres y solo la usaremos si tienes un problema con tu cuenta. [Más información](#)


Cancelar

Continuar



(The aftermath)

“They’re asking for my fish passport”
hahaha

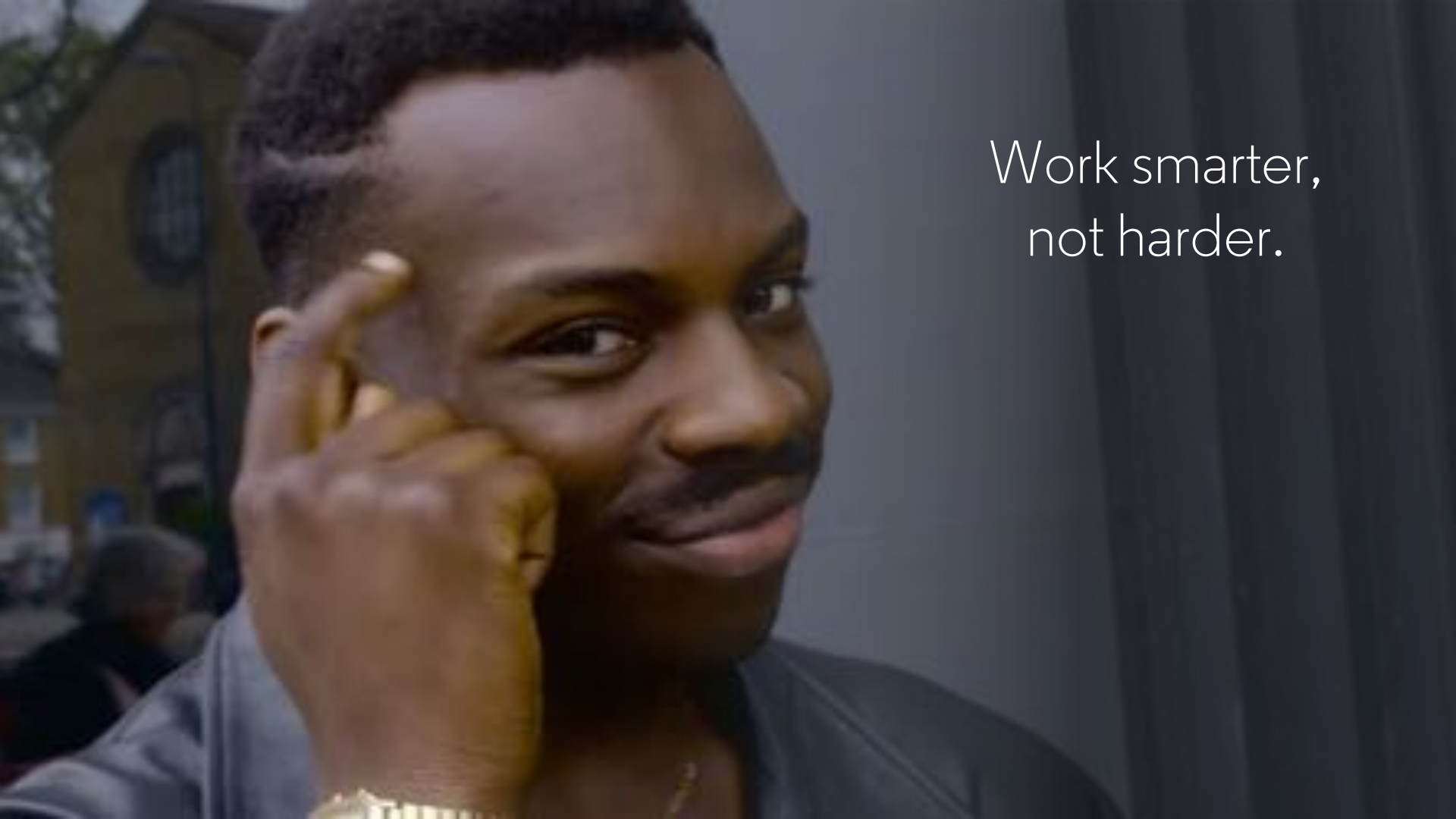
A person wearing a red shirt is holding a large, multi-nozzle water gun. The water gun is primarily black and grey, with several orange and purple nozzles. Two prominent orange nozzles are spraying water forward, creating a misty spray. The person is smiling and looking towards the camera. The background is a blurred outdoor setting with green foliage and a blue tarp.

500 results with
that keyword?
Everyone gets an
InMail!

Speak fluent Boolean.
Narrow your searches.
Be targeted.

(I'd rather find 20 perfect fit
candidates than 1000
maybes.)





Work smarter,
not harder.



Tree Ring Sourcing:

Start with your
“pie in the sky”
then slowly work your
way out.

03



Attention to Detail Fails



Matt Carter
@themattcarter

Follow

Apparently Im qualified to do _____.
[#recruiterfail](#) [#spam](#)



To You

6:50 PM



08/06/18 10:35 AM

Greetings,

My name is Satish and I'm an IT recruiter at
..... Our records show that you are an
experienced IT professional with experience in
_____. This experience is relevant to one of
my current openings.
The opening requires _____ in addition to the
above skills. It is located in Thousand Oaks, CA.

It's like mad libs,
but not as funny.

New opportunity for **Web Designer** Turbridge wells...



Apologies if this is not relevant to you, we may have an old copy of your CV on our records. If this is the case, please do advise me of your salary expectations/ what might be more suitable as I have a number of other roles at varying levels of seniority / remuneration.]

Web Designer - Turbridge Wells, Kent - HTML, CSS, AdobeCS - £35,000

The Role

A leading financial services group based in Kent, Turbridge wells are looking for a passionate **Web Designer** (Adobe Creative Suite, CSS, HTML) to join their expanding software development team. As a **Web Designer** (Adobe Creative Suite, CSS, HTML), you will be working to deliver solutions for a diverse of development projects for each of the companies in the group.

Ideally looking for someone who is adaptable and focused on providing excellent web design and client support. The Web Designer (Adobe Creative Suite, CSS, HTML) must have good communication skills and be comfortable dealing directly with end users when required and have a successful track record working in a project environment.

Role Analysis/Requirements

- HTML
- CSS
- AdobeCS
- JavaScript
- JQuery

The Company

Being established for over 4 years and being run by two of the most influential men in the industry the Software house is at the top of its game and change appointment systems for the better. Having been in the industry for over a decade each the directors really are at the forefront of the industry, each the challenge limits and this is your opportunity to be a part of it.

In return the company offer an excellent working environment with an exceptional benefits package including 23-days holiday + bank holidays, a company bonus and a share option scheme. You will have the opportunity to progress rapidly in your career, with continued company growth year on year; making it one of the fastest growing agencies in the UK. They also offer on-going opportunities to develop your skill set with innovative training in the latest trends.

Apply Now!

If you are a talented **Senior PHP Developer** looking for a challenging role full of innovation then look no further.

Interviews for this role will be commencing shortly. To register your interest in this, please send your CV using the "Apply" button now!

Pick a title,
any title...



Adam Karpiak
@Adam_Karpiak

Following



Someone just shared with me a recruiter email from June 21 that ended by saying “Happy New Year!”

Recruiters, if you want to be taken seriously, clean up the bad cut & paste jobs...

[#recruiting](#)
[#cutandpaste](#)
[#happynewyear](#)

4:30 PM - 27 Jun 2018

5 Retweets 30 Likes



Any excuse to
pop bottles?

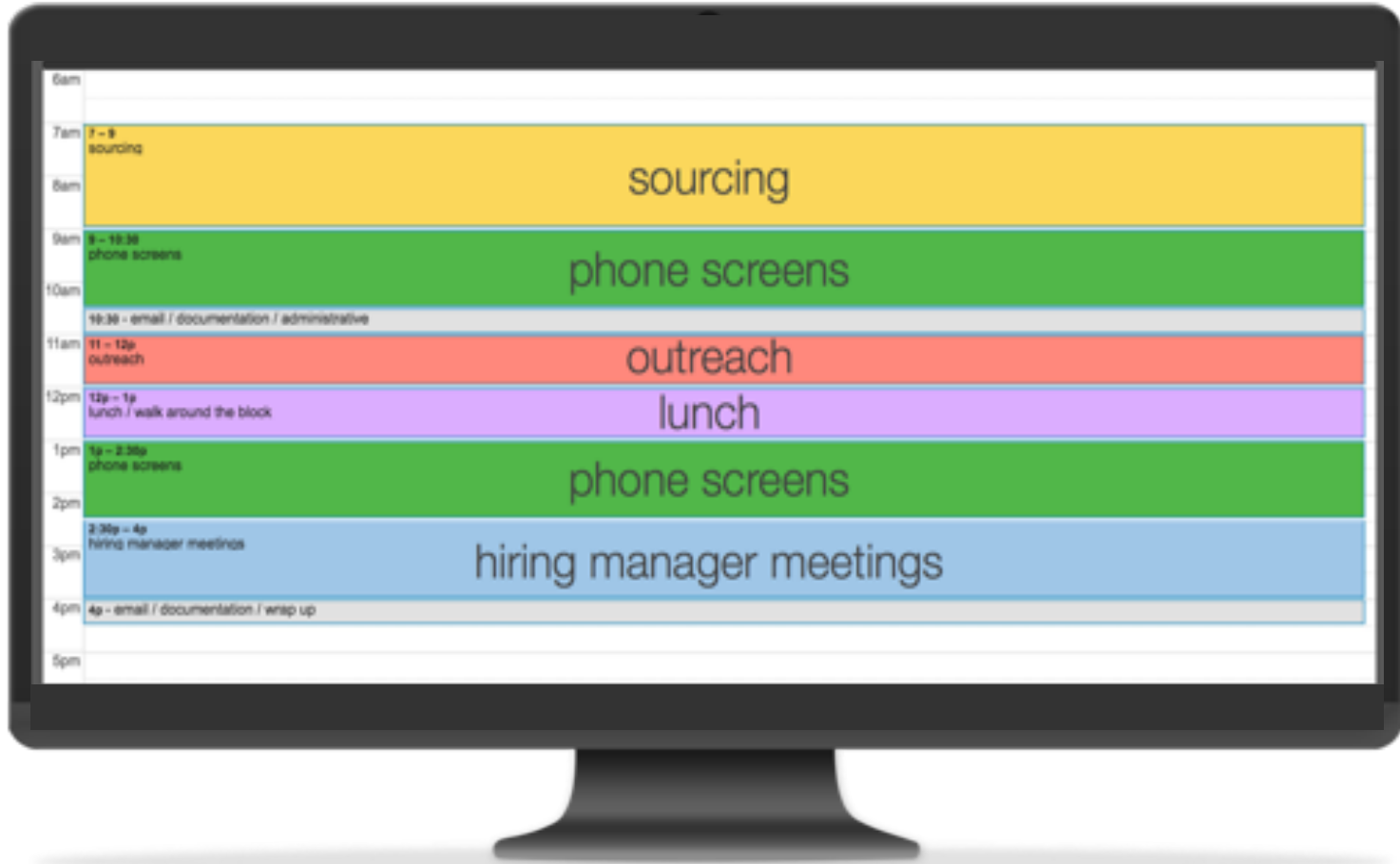


Frazzled and disorganized?
This is how mistakes happen.

Juggling too many
balls at once?



Chunk your calendar. Focus on one activity at a time.



Headphones on
and focus!



04



Mail Merge Fails



Nina Zakharenko

@nnja

Follow



Yeah, that's exactly where I work.

[#recruiterfail](#)

Last time we reached out it looked like you were working on some pretty cool stuff at Software Engineer, and I wanted to check in and see how things were going.

3:10 PM - 12 Apr 2016

9 Likes



I hear the work-life balance at Software Engineer is great.



Kam

@amiracle19

Follow

With so much time and effort was put into crafting this email, how could I, [First Name], not respond. [#recruiterfail](#)

Fri, Sep 13, 2013 at 8:02 AM

Hi [First Name],

I am a Technical Recruiter with Veredus Corporation, and I came across your resume this morning. I have an **Pre/Post IT Sales Engineer** opportunity that could potentially be a good fit for your background and would like to talk with you about it. Please call me at [Redacted] or let me know where/when I can reach you. I look forward to hearing from you. Below is a link to my current openings.

Dear [Recruiter],

Please do not send me unsolicited emails, especially ones that are so carefully crafted to include my [First Name].

Sincerely,
[Not Interested]

[Quoted text hidden]

7:23 AM - 13 Sep 2013

2 Retweets 5 Likes



Perfect response,
[First Name]!

**MEASURE TWIC
CUT ONCE**

Set up a few dummy
accounts for testing
purposes.



Because things can
(and will) blow up!



Better yet?
Send 1:1
outreach.
Be targeted.
Personalize.



Personalization drives up response rates by 15%.



05

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She has her hands pressed against her eyes, and her face is contorted in an expression of intense emotion, likely crying or distress. Her mouth is open, showing her teeth. The background is a solid, muted blue color.

Generic Outreach Templates

Exciting Career Opportunity

Hi there,

I hope you're well. I came across your profile on LinkedIn today and I was very impressed...

Exciting Career Opportunity

Hi there

I hope you're well. I came across your profile on LinkedIn today and I was very impressed...

NO. NO. NO.

Personalize.
Show prospects that
you actually read
their profile and that
the message is
intended only for
them.



Look for “uncommon commonalities”
to break the ice and personalize.

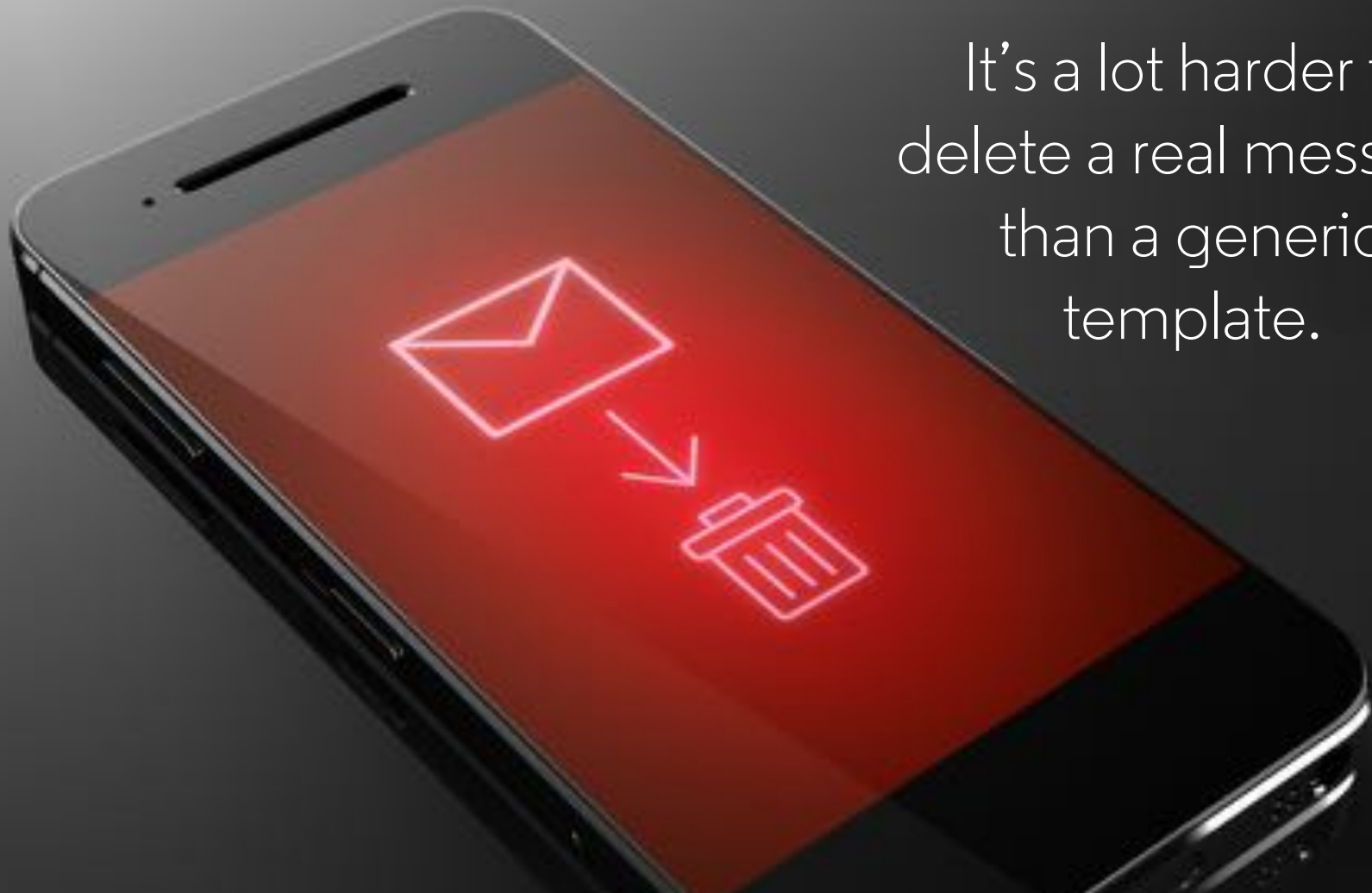


Personalization Icebreakers

- Alumni (same school or former employer)
- Mutual connection
- Noteworthy recommendation on their profile
- Award or achievement
- Shared major in college
- Same sorority, fraternity, honor society, study abroad, etc.
- Worked for same company as hiring team member
- Any kind of shared background, hobbies, interests or experience
- Anything noteworthy or unique about their profile
(unique employers, roles, projects, promotions, long tenure, interesting education, unique profile pic, cover photo, etc.)

Mentioning common
past employers.



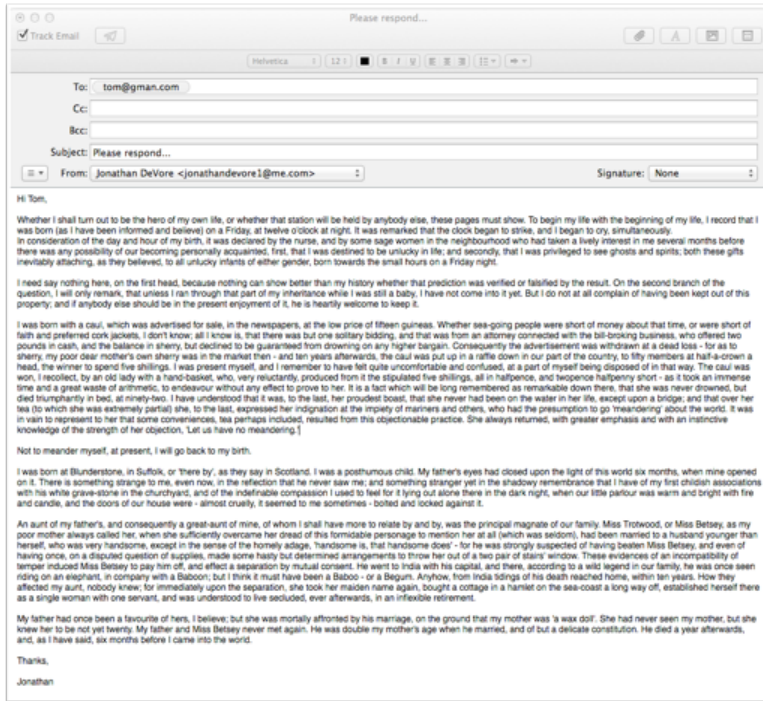


It's a lot harder to delete a real message than a generic template.

06




TMI Fails



War & Peace
emails.
Everyone's
favorite.

The longer the email, the more it looks like copy & paste spam.
(And the easier to ignore or delete.)





Keep it short & sweet.
Just pique their interest.
Less is more!



Selling the job in your initial outreach is like proposing marriage before your first date.

You don't need to sell
anything quite yet.
Just get them to
talk to you.



Once you get them on
the phone, you can
learn their motivators.



07



Me Me Me Fails



Nate Taylor

@taylorr

Follow



This is a linkedin message from a recruiter in FL named Barry. No, Barry, I won't do your job for you.

[#RecruiterFail](#)

Who do you know for this role? Seeking a .NET developer with 5+ years of experience with [VB.NET](#), SQL Server, IDE, TFS & Silverlight. Details at: [https://\[REDACTED\].inc.breezy.hr/p/16cfd679407f-senior-application-developer-net---omaha](https://[REDACTED].inc.breezy.hr/p/16cfd679407f-senior-application-developer-net---omaha)

5:40 PM - 12 Oct 2017

1 Retweet 10 Likes



I'm not even interested in talking to you. Just fork over names. Now.

“My client means business so
there is no time to waste.”

— SOLD.

1 note



My problems are
your problems.

My opening,
our company,
I need,
we want...

What's in it for
THEM?



Make it about THEM and
their career
(not you and your req).





Don't ask for referrals until AFTER you've heard back or chatted with them, NOT in the initial outreach.

(Actually decreases response rates by 48%.)

“Hey baby...
Oh, and if you’re not
interested, do you
have a hot sister?”



Wanna really drive referrals? Partner with your hiring teams.





Don't *ask* people who they know, *tell* them!

Source your hiring team members' networks, get their feedback and partner together to reach out.

Throw a sourcing party... fun AND productive.



08



Recruiter-Speak Fails



Shit Recruiters Say

@recruiterbro

Follow



this is an opportunity to join a company that is in one of the hottest spaces right now and making a huge impact on the future

9:00 AM - 13 Oct 2017

1 Retweet 11 Likes



Opportunity.
Hottest.
Huge Impact.
THE FUTURE.



Shit Recruiters Say

@recruiterbro

Follow



"If you would, please respond to this message because LinkedIn tracks our response rate" HT [@craig_tracey](#)

If you would, please respond to (or decline) this message because LinkedIn tracks our response rate on messages like this. Please do not just ignore it or delete it.

9:00 AM - 21 Apr 2017

6 Retweets 16 Likes



Keepin' it real.



Be human.
Build rapport.
No “recruiter speak.”

top talent
career opportunity
immediate need
hot job
response rate
perm role
c2h
req
ATS
\$\$\$



Just be you.
Show some
personality.
Be human.



09



Just Plain Awkward Fails



Nina Zakharenko

@nnja

Follow



"I'm just expanding my network to see where I can find the next rock star candidate."

DO NOT call us that. [#recruiterfail](#)

1:05 PM - 25 Sep 2014 from [South Salt Lake, UT](#)

4 Retweets 11 Likes



Unless you're starting a band, no rock stars, please.



Shit Recruiters Say

@recruiterbro

Follow



The Matrix is calling YOU.....[company] is seeking the NEO of Software Engineers!

12:00 AM - 18 Jun 2018

4 Retweets 12 Likes



Definitely a glitch
in this matrix.



Shit Recruiters Say

@recruiterbro

Follow



"we are giving away a gift for anyone who takes a meeting with our local team" via [@samuelmaskell](#)



9:00 AM - 3 Jun 2017

2 Retweets 8 Likes



Always the sign of
a strong
employer brand.



Shit Recruiters Say

@recruiterbro

Follow



"P.S. We are offering a bonus of \$1 for candidate referrals" via [@tiberGreg](#)

Greetings,

My name is [REDACTED] and I am recruiter at [REDACTED]
[REDACTED] is a global contingency staffing firm servicing fortune 1000 clients globally. We have an excellent job opportunity with one of our client.

P.S. We are offering a bonus of \$1 for candidate referrals that result in a successful placement by [REDACTED]. Please contact us for details.

9:00 AM - 21 May 2017

5 Retweets 22 Likes



Dolla dolla bills,
y'all.



Shit Recruiters Say

@recruiterbro

Follow



"Imagine yourself on a yacht in 4 years sipping champagne post IPO." HT [@grepory](#)

9:00 AM - 9 Aug 2017

2 Retweets 5 Likes



I'm on a boat!

HEY BAE INTERN! <3

Hi! I am Kim, a [REDACTED] University Recruiter. My crew is coming down from our HQ in Seattle to hang with you and the crowd of bay area interns at [Internapalooza](#) on 7/11.

BUT MORE IMPORTANTLY, we're throwing an exclusive after party the night of the event at our San Francisco office and you're invited! There will be hella noms, lots of dranks, the best beats and just like last year, we're breaking out the Yammer beer pong tables!

HELL YES TO GETTING LIT ON A MONDAY NIGHT.



Patrick Burtchaell

@pburtchaell



My roommate received this email from a [REDACTED] recruiter today.

Sourcin' game
on fleek, brah.



Shit Recruiters Say

@recruiterbro

Follow

Subject: What Do Computers Eat For Snacks?... Microchips!

9:00 AM - 11 Oct 2017

1 Retweet 8 Likes



Dad jokes for the win!



Shit Recruiters Say

@recruiterbro

Follow



"I'm working with a client that would do **unspeakable things** to have a conversation with somebody with your skill set" via

[@willhamill](#)

9:00 AM - 29 Jul 2017

3 Retweets 18 Likes



Unspeakable things? Scary.



Shit Recruiters Say

@recruiterbro

Follow



If for any reason things don't work out with your current startup please don't hesitate to reach out to me. **Not trying to jinx ya'll,** but i'm sure you're aware of the volatility of startup's within the industry.

9:00 AM - 22 Jan 2018

3 Retweets 14 Likes



The jinx. Gets
'em every time.



Shit Recruiters Say @recruiterbro · Jan 15

"There is stock available for employees. Yep, there really is a pot of gold at the end of the ruby rainbow" via @JonnyArnold89

Hi Jonny,

Did you get a chance to read my email a few days ago?

One thing I really ought to mention is that there is stock available for employees.

Yep, there really is a pot of gold and the end of the ruby rainbow

This could be perfect for you, because of your background.

That's why I want to talk to you about it before it's too late.

Email me back so we can set up a time to have a quiet chinwag..

Ahhh, the ruby
rainbow...
(Wait. Chinwag?)
Eww.



Shit Recruiters Say

@recruiterbro

Follow



On a scale of 1 to 10, you're a 9 and I'm the 1 recruiter you need.

9:00 AM - 30 Jul 2017

4 Retweets 21 Likes



Pick-up-line
sourcing.

Please don't be
this guy.





When in doubt, run it
by your hiring team.
How would *they*
respond?

10



Follow-up Fails



Shit Recruiters Say

@recruiterbro

Follow



"Hey, just wanted to circle back on that last email I sent to see if you have some time to ignore this one too." via [@StabbyCutyou](#)
[@miekg](#)

9:00 AM - 18 Aug 2017

4 Retweets 18 Likes



Passive-
aggressiveness.
Drives response
rates way up.



Shit Recruiters Say

@recruiterbro

Follow



"Would be great to hear back from you when you are completely through with any alligator related encounters first!" via

[@JonnyArnold89](#)

Hi Jonny,

Either you have been eaten by alligators or you are just plain swamped (Terrible pun intended!).

Would be great to hear back from you when you get chance, but only when you are completely through with any alligator related encounters first!

9:00 AM - 16 Jan 2018

1 Retweet 10 Likes



Alligators AND
bad puns.
#twofer

Benoit, is everything okay?

Spam x 00-ToMe x



to me

Hi Benoit,

Maybe my emails have fallen through the cracks, kind of like these ducklings:



Fortunately, things worked out with the ducklings who were rescued and reunited with their mother only a short time later. I'm really hoping that things might work out for us as well regarding the SRE role I had reached out to you about. I'm curious, if the right role came along what would that look like for you?

Baby ducklings in danger? Pulling out all the stops!


Do The Three Step.

- 1 Send initial outreach message. ~45%
- 2 A few days later, follow up to let them know that the team is still interested in speaking with them and that interviews have started. ~65%
- 3 A few days after that, send a simple “thanks anyway and please stay in touch” note. ~85%



Remember, sometimes
it's the messenger...



A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing a grey, textured sweater. The laptop screen is visible on the left, showing a blurred interface. The background is a blurred office environment with a window and other desks.

A message from the hiring team
can work wonders.

11

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She has her hands pressed against her face, covering her eyes, and her mouth is open in a wide, pained or distressed expression, showing her teeth. The background is a solid, muted blue color.

Barrier to Entry Fails

Don't make sourced prospects
jump through hoops.



Even though you're sourced and not necessarily looking for a new job right now, please send me:

An updated resume

Your cell number

Three times that you're available to speak this week

Your salary expectations

Your work authorization status

Your answers to this skills questionnaire

A few referral candidates if you're not interested

Oh, and please also fill out our 20 minute online application...



Remember:
Just get them on the phone.
Get the other stuff later.

Try one of the many scheduling tools out there.

Youcanbook.me

Calendly

Mixmax

LinkedIn Scheduler

And show up /
be on time for the call...
please.





And now the
#1 complaint I heard
about Recruiters &
Sourcers...

12

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, her eyes are squeezed shut, and her mouth is open in a wide, pained or distressed expression, showing her teeth. The background is a solid, muted blue color.

No Shows & Ghosting Fails



hey! i miss you. ❤️

hello?

?????

recruiter

candidate



Don't let candidates fall
into the recruiting
black hole.



Set expectations
and meet them.



“You’ll never go into the weekend without an update from me.”



Do your Friday
Feedback Blitz.



The big takeaway?
Treat your candidates
the way you'd like to
be treated and you
can't go wrong!



Thank you!

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