

Sourcing Skills Assessment & Development



Presented by:

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Presenters



Irina Shamaeva is a Partner and Chief Sourcer at Brain Gain Recruiting, Blogger at Boolean Strings, a world-class trainer providing webinars on Sourcing, and co-founder of SocialList.io. Her first book, 300 Best Boolean Strings, is now on its 4th edition.

Previously Irina was a Software Engineer and Manager at several startup and biotech companies in the San Francisco Bay Area. She holds an MS in Mathematics from Moscow University.

David Galley is a self-described "Sourcing nerd" and enjoys digging deep into technical details, discovering information others may have missed. David heads up development and delivery of the Sourcing Certifications Training Library and Certification Exams. He also runs custom online and on-site training programs for corporate teams and recruiting agencies. David holds a BS in Accounting from Colorado Technical University.



Agenda

- Sourcing Function & Metrics in Recruitment
- Sourcing Skills Assessment Methodology
- Six Core Areas of Competence
- Assessment and Interview Aid
 - [Sourcing Answers](#) (over 120 Questions and Solutions)
- Example Questions
- Strengthen Your Skills - Get Educated
- Get Certified
- Assessment, Certification, and Education for Teams

Sourcing Function in Recruitment

- Recruiters
 - Focused on closing requisitions/filling roles
 - Some recruiters do their own sourcing
 - Some rely on Sourcers, agencies, job ads
- Sourcers:
 - Top of funnel focus – Identify & (sometimes) Engage
 - Research-oriented
 - May provide both candidate pipeline and competitive/market intelligence



Assess Sourcing Skills Separately

- Sourcing supports recruitment, but is distinct
- Recruiting metrics are *performance* based
- Sourcing skills need to be assessed on *competency* basis



Approach to Sourcing Skills Assessment

- Proficiency and productivity *are* strongly related
- Core proficiencies *are not* specific to particular locations, industries, or work functions
- We define six key areas to assess
- Assessment is based on short practical (“real life”) challenges

Six Core Areas of Competence



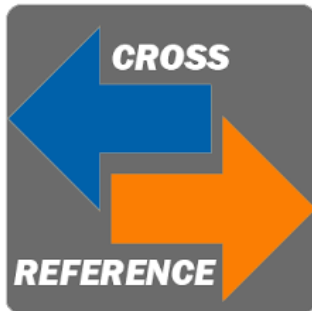
Exploratory
Research



Google
Search



Using
LinkedIn



Cross-
Referencing



X-Ray
Search



Other Social
Networks



1. Exploratory Research

- Helps to answer questions that arise around requisition intake.
- Example tasks: identifying target companies to source from, scoping the market in a new location, learning about relevant professional credentials, or finding top schools for a given field of study

2. Google Search



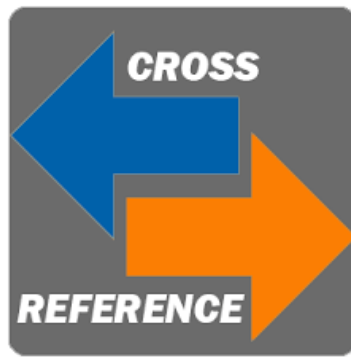
- Google is the #1 search engine globally, and mastering its advanced capabilities is essential for anyone who searches for information online
- How Google works, how to use Boolean logic in Google searches, how Google search operators work, and how to search using various specialty search products provided by Google (including patent, publication, and image searches)

3. X-Ray Search



- Many social sites, contact databases, associations, and other sites, have user profiles and other public pages, which you can find by X-Raying the sites
- It's crucial to understand which information is present on public user profiles and can be found and how precisely we can X-Ray for any professional fields

4. Cross-Referencing



- Sourcers routinely seek further background on professionals when they have insufficient data
 - For instance, they don't know which degree someone got, or what job responsibilities someone had at his last position, and try to look this information up
 - Another common task is finding additional contact information based on a professional's LinkedIn profile
- Additional knowledge is helpful both for pre-assessing a potential candidate and warming up the initial interaction with her

5. LinkedIn



- The largest global professional database (for almost any job opening, you will find *some* matching candidates on LinkedIn)
- To search well, you need to understand how each filter works (and it's seldom the way you think, especially in LinkedIn Recruiter!) and know how to X-Ray

6. Sourcing from Other Social Sites



- Sourcing must be able to discover, explore, and extract data from all types of online resources, but we highlight social sites for special attention
- Social sites provide rich background details about both individual professionals and communities of professionals, as well as mechanisms for interacting with their members

Assessment & Interview Aid: Sourcing Answers ebook

Are you:

- A Sourcer or Recruiter?
 - Use these exercises to test your Sourcing skills and find areas to improve
- A Manager?
 - Assess your team's Sourcing skills and find areas where they may benefit from additional training
- Hiring Recruiters?
 - Give these questions (or variations) at interviews to test Sourcing competence

Example Challenge #1



- Which organization offers the Certified Ethical Hacker (CEH) professional credential? Is it:
 - a) The International Society for Computer Security
 - b) The International Council of E-Commerce Consultants
 - c) An informally maintained committee of Ethical Hackers centered in Mountain View, California
- How would you approach it?

Solution to Challenge #1



- Answer: B
- Solution: A Google search for [certified ethical hacker](#) will reveal the EC-Council website. The [About page](#) for this organization shows that its full name is the International Council of E-Commerce Consultants

Example Challenge #2



- Which of the following are *not* valid Google search operators? Choose all that apply:
 - a) filetype:
 - b) NOT
 - c) ~
 - d) near:
- Your answers?

Solution to Challenge #2



- Answer: B, C, D
- Solution: Try searching for keywords with and without the presumed operators. If the results are mostly the same, then the operator is not influencing the results. For example, a search for engineer and a search for ~engineer produce the same results, so ~ must not be a valid operator. The same is true for *NOT* and *near*.

Example Challenge #3



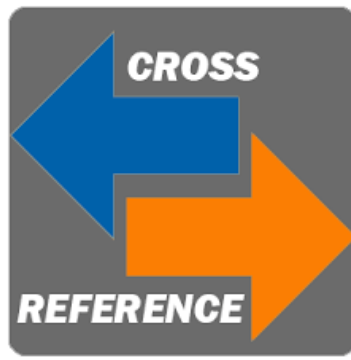
- Which of the following is the best template to use when X-Raying Zocdoc to find dentists?
 - a) `site:zocdoc.com/dentist`
 - b) `site:zocdoc.com "dentist"`
 - c) `site:zocdoc.com intitle:dentist`
- What do you think?

Solution to Challenge #3



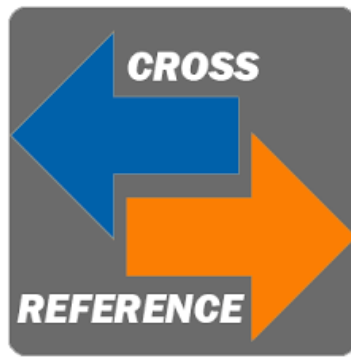
- Answer: A
- Solution: All three options produce results, but a careful review of the results for option A will show that some dentists do not have the word dentist in the page title of their profile. They will be missed by option B. Option C is may include results that are not for dentists.

Example Challenge #4



- What is the correct middle initial to fill in the blank (marked by *) in the email address *sherwood.*.willardjr@aexp.com*?
- What would you do?

Solution to Challenge #4



- Answer: s

- Solution: Google
["sherwood.*.willardjr@aexp.com"](#)

"sherwood.*.willardjr@aexp.com"

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Example Challenge #5



- A search on LinkedIn for people who currently work at *Agilent Technologies* and have the current job title *CEO* unexpectedly finds over two hundred people! The same result (false positives) can be seen for many LinkedIn searches, regardless of the title or company used in the search. Which of the following are potential reasons for these false positives?
 - a) Some people forget to put an end date for past jobs
 - b) Some profiles are fake or are duplicates
 - c) Some people have several current jobs (e.g., they are a CEO at one company and have a different job title at Agilent Technologies)
 - d) All of the above reasons can contribute to these false positives

Solution to Challenge #5



- Answer: D
- Solution: A review of the results of the search shows that many of the resulting profiles appear to be illegitimate. Consider the profile of [Jeanette McCarthy](#). A Google search for ["Jeanette McCarthy" Agilent CEO](#) turns up no relevant results outside of LinkedIn, but the appointment of a CEO should be a newsworthy event. Options A and C must also logically be true, so option D is the best answer.

Example Challenge #6



- Which of the following are Twitter search operators?
 - a) from: (tweets from a specific user)
 - b) min_retweets: (tweets retweeted a minimum number)
 - c) url: (tweets that include a specific URL, or part of a URL)
 - d) filetype: (tweets with the specified type of file attached)
 - e) filter:links (tweets containing links)
- How would you find the answer?

Solution to Challenge #6



- Answer: A, B, C, E
- Solution: A search for [list of twitter search operators](#) finds this [Twitter support page with a list of operators](#). Options A, C, and E are listed here. Options B and E are not in the document, but a search for ["min retweets"](#) finds several results listing undocumented Twitter search operators like this one. Even these more complete lists do not include option D. As an alternative, construct test searches

Strengthen Your Skills – Get Educated

- Our Training Library has over twenty recorded 90-minute in-depth, up-to-date classes - <https://sourcingcertification.com/webinars/>
- Each class comes with the slides, recording, and one month of support
- Combine all of our classes, content, exams, and support by subscribing for a year - <https://sourcingcertification.com/subscription/>
- Subscribers consistently do better at exams
- Teams get 10% discount

Recommended Course of Exam Preparation

<https://sourcingcertification.com/webinars/>

Course 1 -> What Every Recruiter Needs to Know About Sourcing (introduction, overview of core concepts)

Course 2 -> Boolean Strings Basics Lecture (Google search skills, Boolean search, X-Ray searches, Exploratory Research)

Course 3 -> LinkedHacks Lecture (Linkedin)

Course 4 -> Sourcing without LinkedIn Lecture, or the Sourcing without LinkedIn Workshop (Exploratory Research, also X-Ray searches, Cross-referencing)

Course 5 -> Social Sourcing (Facebook / large social media sites)

Course 6 -> Sourcing Methodologies Lecture (Cross-referencing, Exploratory Research)

Get Certified

- Earn your Certified People Sourcing Professional credential by passing the [Certification Exam](#)
- The Exam is offered quarterly
- Exam Weeks for 2020:
 - January 25-31
 - April 18-24
 - July 25-31
 - October 10-16

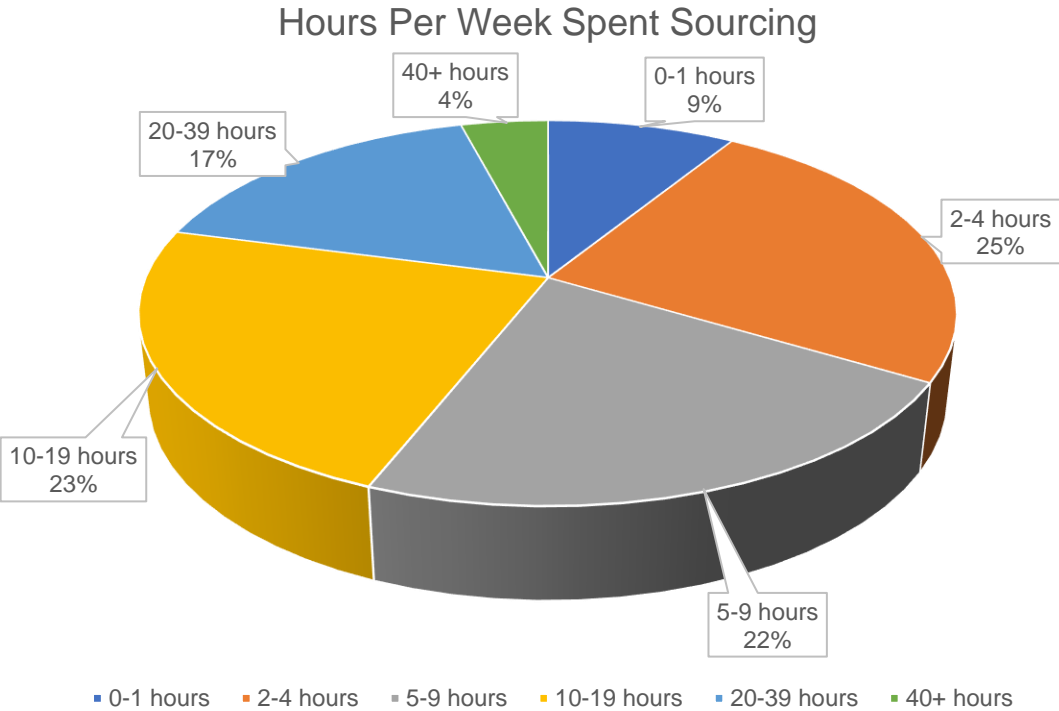
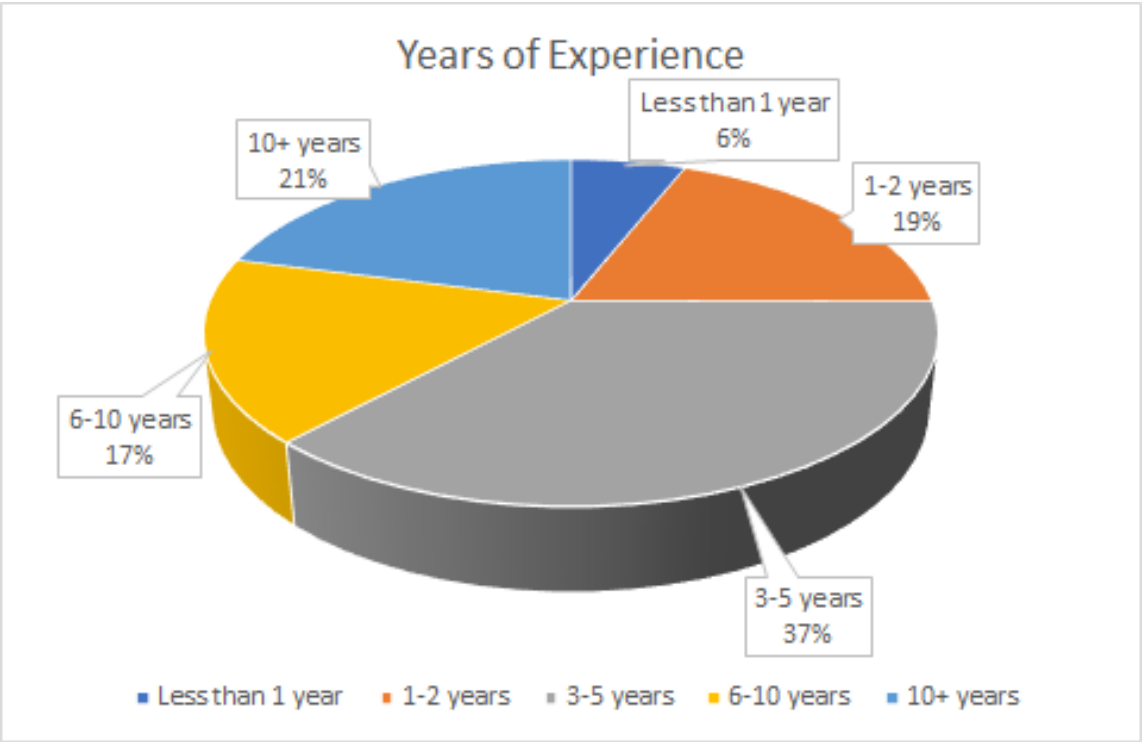


The CPSP Exam

- 60 questions like the ones we've shown
- Must be completed within 6 hours (usually takes 2-4)
- Must be completed in one sitting
- One retake (second attempt, 60 new questions) is provided
- Retake must be completed in the same testing window
- Graded Pass/Fail (threshold is 80%)



Selected Statistics – Who Gets Certified?



Selected Statistics – Pass Rates

- Pass Rate Overall – 89%
 - First Attempt – 71.3%
 - Second Attempt – 16.8%
 - Third or Later Attempt - 0.19%
- Pass Rate w/o Preparation – 53%

Assessment, Certification, and Education for Teams

- We work with teams of all sizes, globally
- Teams gain additional benefits
 - A shared framework for understanding sourcing best practices
 - Assessments provide company-wide baseline for proficiencies
- Custom training development to suit any requirement

Summary of Our Offerings

- Sourcing Answers ebook (over 120 questions & solutions to use in assessments and interviews) - <https://sourcingcertification.com/sourcinganswers/>
- Quarterly Certification Exams - <https://sourcingcertification.com/certification/>
- Training Library - <https://sourcingcertification.com/webinars/>
- Annual all-access subscription (best value) - <https://sourcingcertification.com/subscription/>
- Assessment and custom training for teams = <https://sourcingcertification.com/teams/>
- Project-based Sourcing and Recruiting - <https://braingainrecruiting.com/sourcing/>

Questions? Please type into the Questions Panel

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