

BOB MARSHALL'S

ELITE
RECRUITER
MASTERCLASS



AND THE FUTURE OF RECRUITING

THE BASICS OF ARTIFICIAL INTELLIGENCE (AI)

01 Reactive Machines

Seismic changes have occurred for employers and workers

02 Limited Memory?

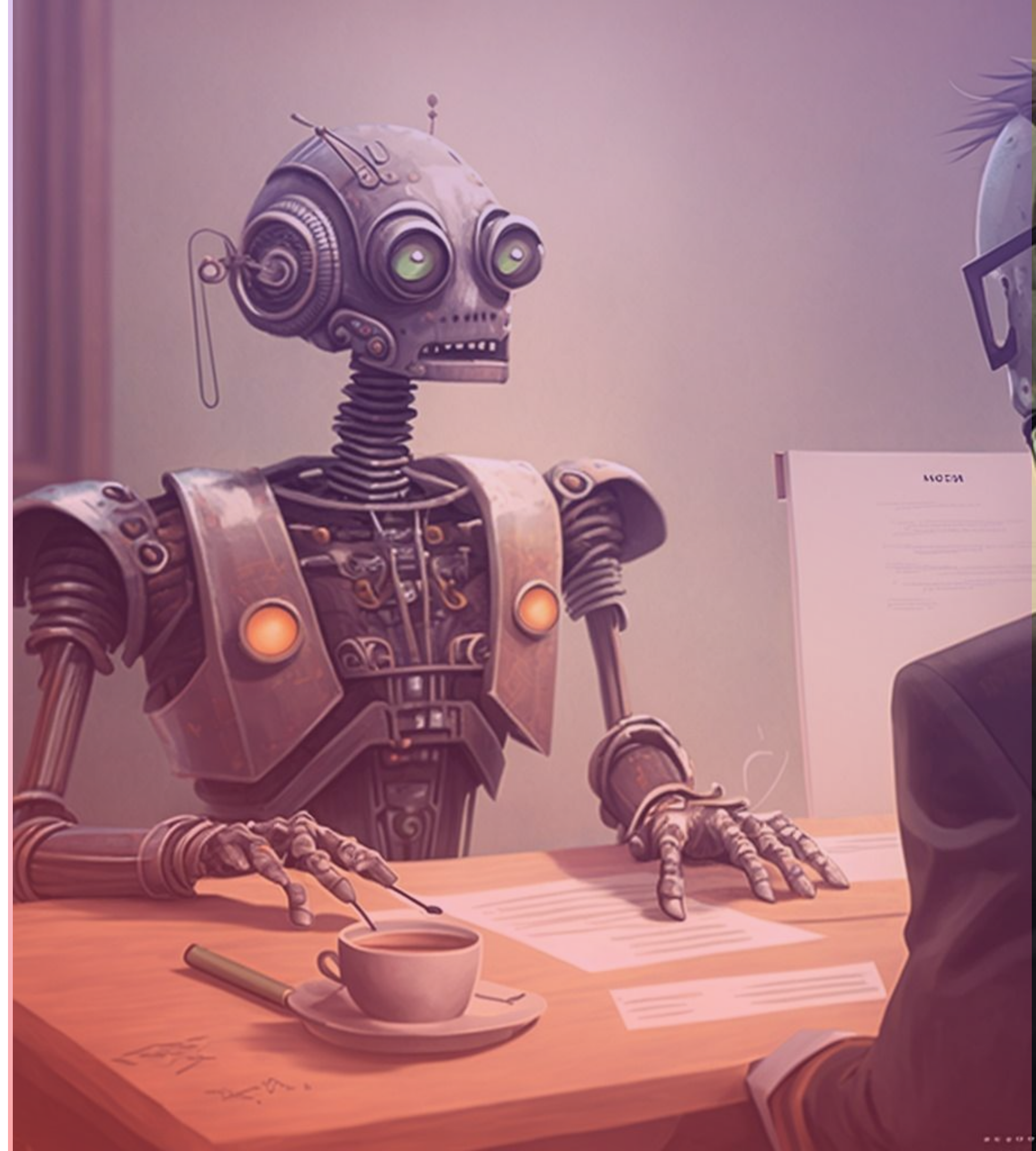
The modern workplace will be very different

03 Theory of Mind

Acquire new skills, new approaches but rely on the basic truths of recruiting

04 Self-Awareness?

The modern workplace will be very different



GENERATIVE AI

AI Platforms

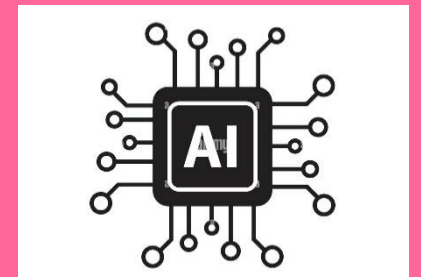
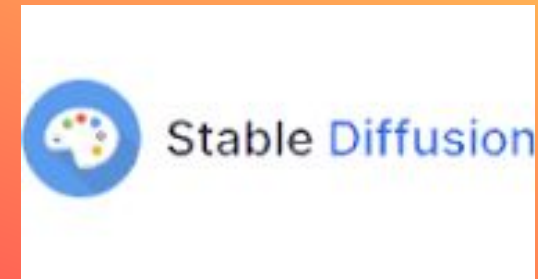
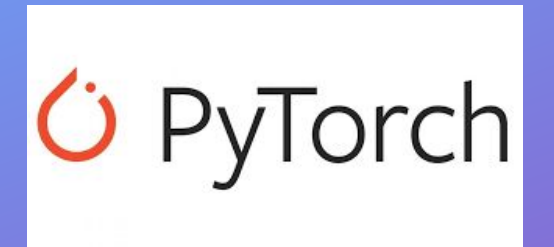


Image processing



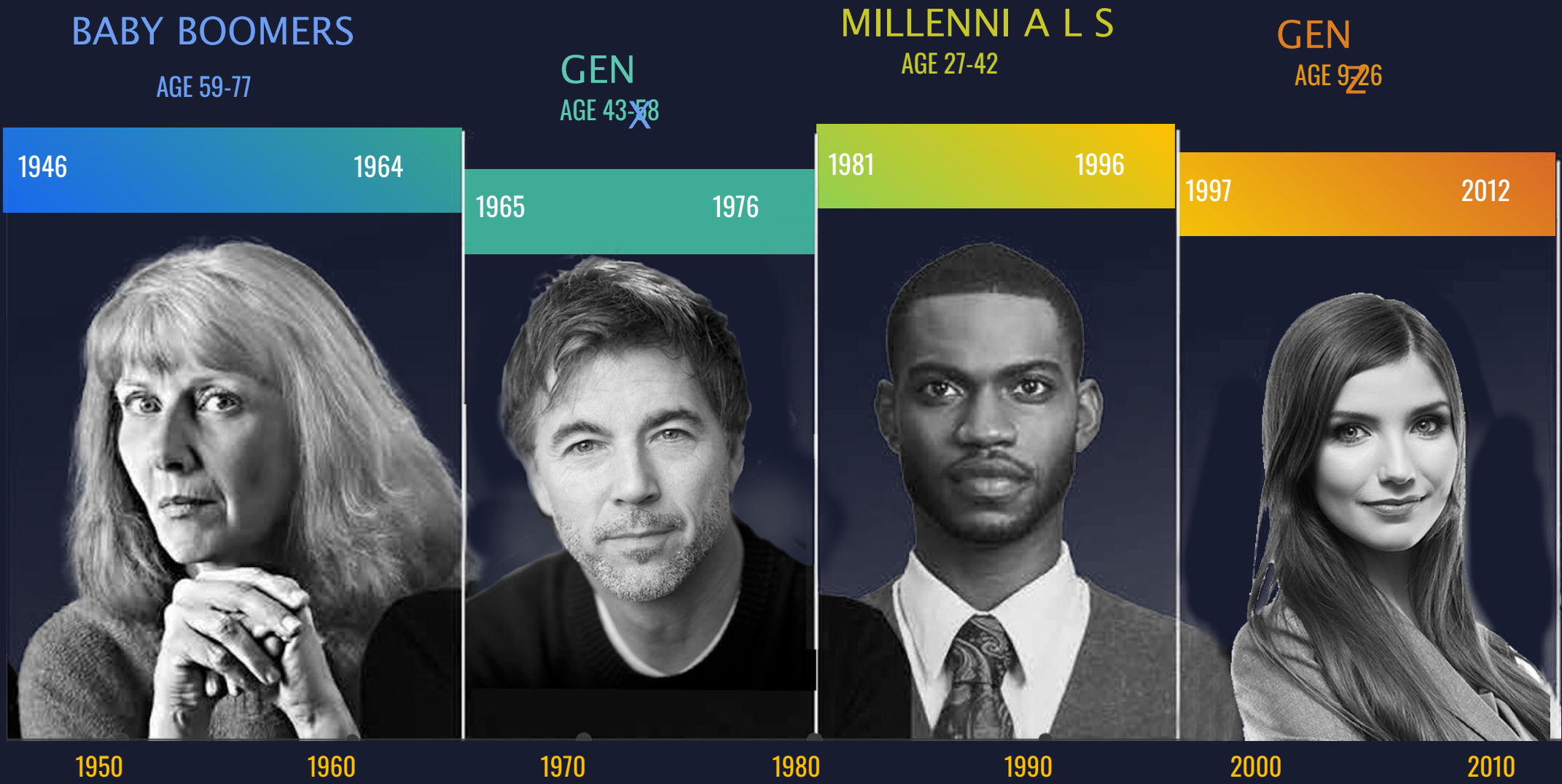


HOW WORKERS FEEL ABOUT AI TODAY

AI

AND THE FUTURE OF RECRUITING

GENERATIONAL DIFFERENCES



WHAT DOES A RECRUITER DO?

01

Source

Find, Target and Track Down Likely Recruits

02

Assess

Evaluate, Judge and Match Recruits to JOs

03

Deliver

Produce and Present Fully Prepped Recruits who will accept if an offer is extended

04

Finalize

Putting the deal together

A man with glasses and a beard, wearing a dark sweater, is sitting at a desk, looking at a computer monitor. A blue robot with large, expressive eyes is sitting next to him, also looking at the monitor. The robot has a friendly, humanoid appearance. The desk has a keyboard, a mouse, and a pen holder with several pens. In the background, there is a bookshelf with various items, including plants and books. The overall atmosphere is professional and collaborative.

HOW WILL AI HELP WITH WHAT WE DO?

Source

AI is really fast

Assess

*AI is really effective for testing & matching

*AI frees up your time so that you can make more personal contacts

Deliver

AI can quickly answer most recruit's questions

Finalize

AI can handle all of the final paperwork and counteroffer situations



AI

AND THE FUTURE OF RECRUITING

AI Prompt | Build Client List

Prompt — ChatGPT you are a world class recruiter of civil engineers specializing in bridge construction. List the top 20 employers in the Midwest US to contact.

1. **HDR**
2. **HNTB**
3. **AECOM**
4. **Burns & McDonnell**
5. **Black & Veatch**
6. **Stantec**
7. **Michael Baker International**
8. **Kiewit**
9. **Parsons Corporation**
10. **TranSystems**
11. **Lochmueller Group**
12. **Jacobs Engineering Group**
13. **Alfred Benesch & Company**
14. **Primera Engineers**
15. **Gannett Fleming**
16. **WSP USA**
17. **CDM Smith**
18. **Bartlett & West**
19. **Kimley-Horn**
20. **T.Y. Lin International**

How Some Companies are Incorporating AI in Recruiting



AMAZON

According to an October 2021 confidential internal document viewed by Recode, Amazon has been working on an Automated Applicant Evaluation system that will determine which job applicants possess the most potential for success.





HIRED

Hired, part of the Adecco Group, one of the largest staffing and talent agencies in the world, offers an AI platform that matches tech and sales talent with top companies.

PHENOM

Phenom, a unicorn HR tech company based in Ambler, Pennsylvania, uses artificial intelligence to automate tasks and personalize job searches. The technology can predict and guide job seekers to the roles that fit their backgrounds.



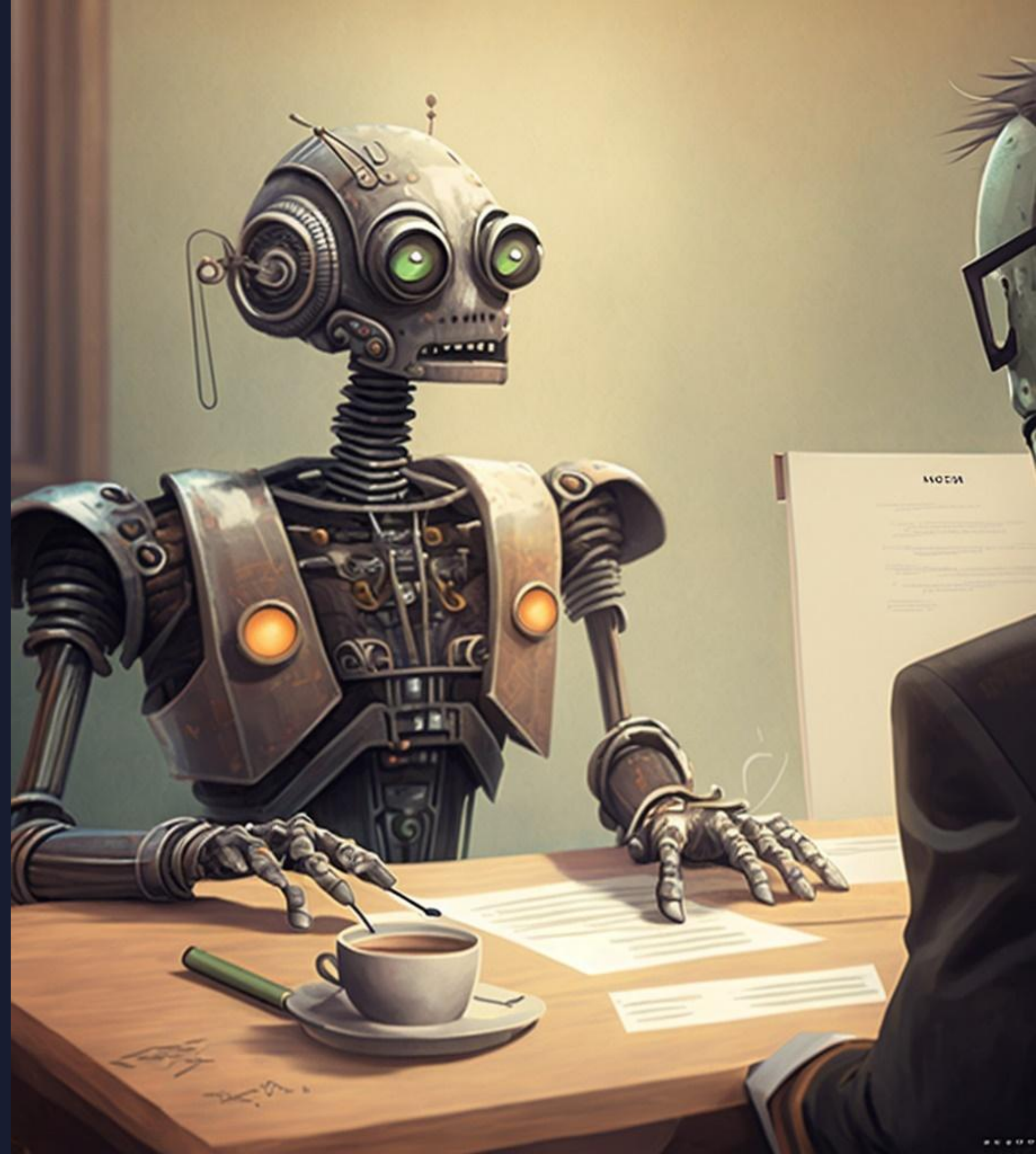
BEAMERY

Beamery is an AI-powered, talent-management platform that leverage AI by aggregating billions of relevant data points from across the internet, along with an enterprise's existing technology, to assist organizations in quickly identifying and prioritizing potential candidates that are likely to thrive at their organization.



HIREVUE

HireVue offers video interviewing and recruiting automation technology. The company has conducted millions of interviews and has the data to predict the best person for the job.



AI Prompt | Write Job Posting

Prompt – “Hey, ChatGPT, you are a content writer with 5+ years of experience in the recruitment and staffing sector. With all the best practices you’ve learned over all these years, write me a job advertisement for a CEO position in a B2B SaaS Company with 8+ years of experience in the tech sector. Ensure the language is inclusive and contains no derogatory words such as ninjas or rockstars.”

CEO Position – Leading B2B SaaS Company

About Us

At [Company Name], we have cultivated a culture of innovation, inclusivity, and forward-thinking for over eight years. Steeped in the dynamic landscape of the technology sector, we are guided by our commitment to delivering exceptional B2B SaaS solutions to our prestigious clientele.

Job Overview

We are seeking a visionary CEO with a robust background in the tech sector and a proven track record of leadership to guide our esteemed organization to unprecedented heights. The successful candidate will embrace the responsibility of leading our dedicated team, driving sustainable growth, and realizing our mission to revolutionize the industry standards.

Key Responsibilities

- Develop and implement forward-thinking strategies that align with our company's vision and objectives
- Foster an inclusive work environment that values diversity and promotes innovation at every level

AI - THE POSITIVES

SEARCH
ENGINE

REALLY GOOD AS A SEARCH ENGINE

DELIMITING
NICHE

REALLY GOOD FOR DELIMITING A NICHE
SIZE

ADDING JOBS

REALLY GOOD AT ADDING JOBS, NOT
REPLACE THEM

AI - THE NEGATIVES

AI -The Negatives

- ⑤ Entices you to cover the same ground
- ⑤ Can scan & filter out resumes
- ⑤ Will face new rules and regulations

AI Prompt | Create Boolean Strings

Prompt — Please create a Boolean string for a Java software engineer with significant experience working with multinational firms. The ideal candidate should have an in-depth understanding of Java programming language and must be based in California. The candidate should be at a senior, lead, manager, or director level. This search will be for LinkedIn."

arduino

 Copy code

```
("Java Software Engineer" OR "Java Developer" OR "Software Manager" OR "Software Engineer")  
AND ("Senior" OR "Lead" OR "Manager" OR "Director")  
AND ("Multinational" OR "Fortune 500" OR "Large Scale" OR "Enterprise Level")  
AND ("Java" OR "J2EE" OR "Spring Framework" OR "Microservices")  
AND "California"
```



WHAT AI WON'T DO

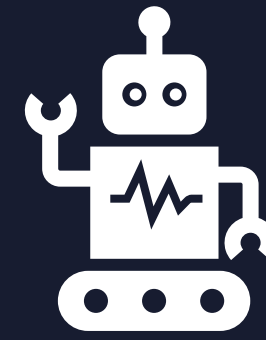
IT WON'T TAKE YOUR JOB AWAY

AI AND THE FUTURE OF RECRUITING

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WHAT AI WON'T DO

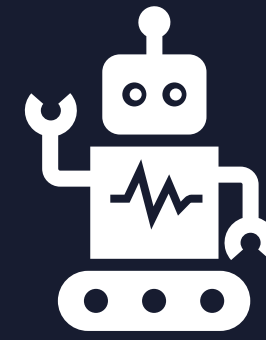
HERE ARE THE BIGGEST REASONS JOBS COULD
DISAPPEAR—AND AI ISN'T ONE OF THEM



- **Fears about artificial intelligence-powered technologies and tools taking over work currently done by humans have intensified since ChatGPT went viral late last year.**
- **As it soared in popularity, the capabilities and potential of AI became increasingly clear and more well known among the public.**
- **And while experts say that AI will undoubtedly have an impact on jobs and at least partially automate them, they also point out that technological advancements often create new roles.**
- **According to the World Economic Forum's "Report on Jobs 2023," the most common factor in the loss of jobs is slower economic growth.**

WHAT AI WON'T DO

HERE ARE THE BIGGEST REASONS JOBS COULD
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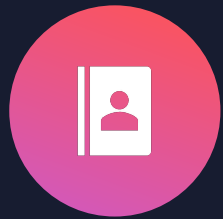


- Indeed, just last month the World Bank said it expected the global economy to grow at a much slower rate than last year with 2.1% expected for 2023 compared to 3.1% last year.
- Weaker economic growth and general shortages in supply or demand mean that many firms expect to operate with fewer workers.
- “But it’s important to remember that not all changes in the economy are expected to mean fewer workers. Companies expect, for example, the Green transition and use of Environmental, Social and Governance (ESG) standards to lead to more jobs.



AI AND THE 10 SKILLS IT CANNOT REPLACE

TOP 10 HUMAN SKILLS



Critical Thinking



Emotional Intelligence



Time Management



Interpersonal Skills

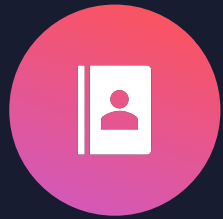


Analytical Skills

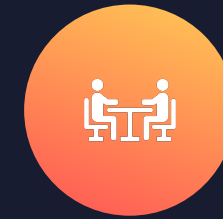


Empathy

TOP 10 HUMAN SKILLS



Entrepreneurship



Originality



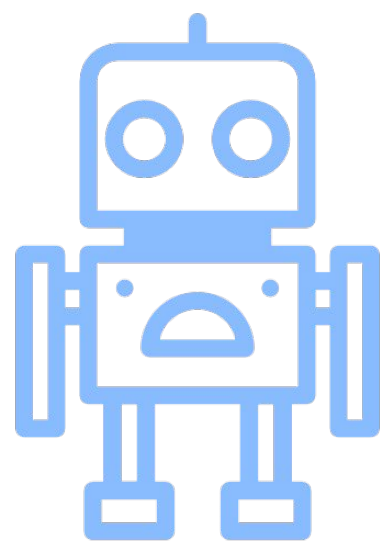
Complex Problem-Solving



Negotiation Skills

AI Prompt | Other Ideas

1. Writing email templates or inMails for candidates
2. Create candidate summaries or "write ups"
3. Write candidate outreach email
4. Get a list of Keywords from a job description
5. Create a list of 20 interview question
6. Find a list of a company's top competitors
7. Explanation of technical jargon of a job order
8. Suggest all alternate job titles for a position
9. Desk research such as market research or salary benchmarks



THE WORKPLACE OF TOMORROW

WHAT SKILLS DO RECRUITERS POSSESS



We are Marketers



We are Recruiters



We are Discriminators



We are Negotiators



We Monitor our Activities



We are GREAT Salespeople

Artificial Intelligence

if used wisely, has the ability to help us do all of these tasks faster and with higher quality.

AI

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LEARN EVEN MORE

WITH OUR UPCOMING AI Q&A MASTERCLASS

Sign Up ►

<https://recruitermasterclass.teachable.com/p/ai-masterclass>



bob@themarshallplan.org

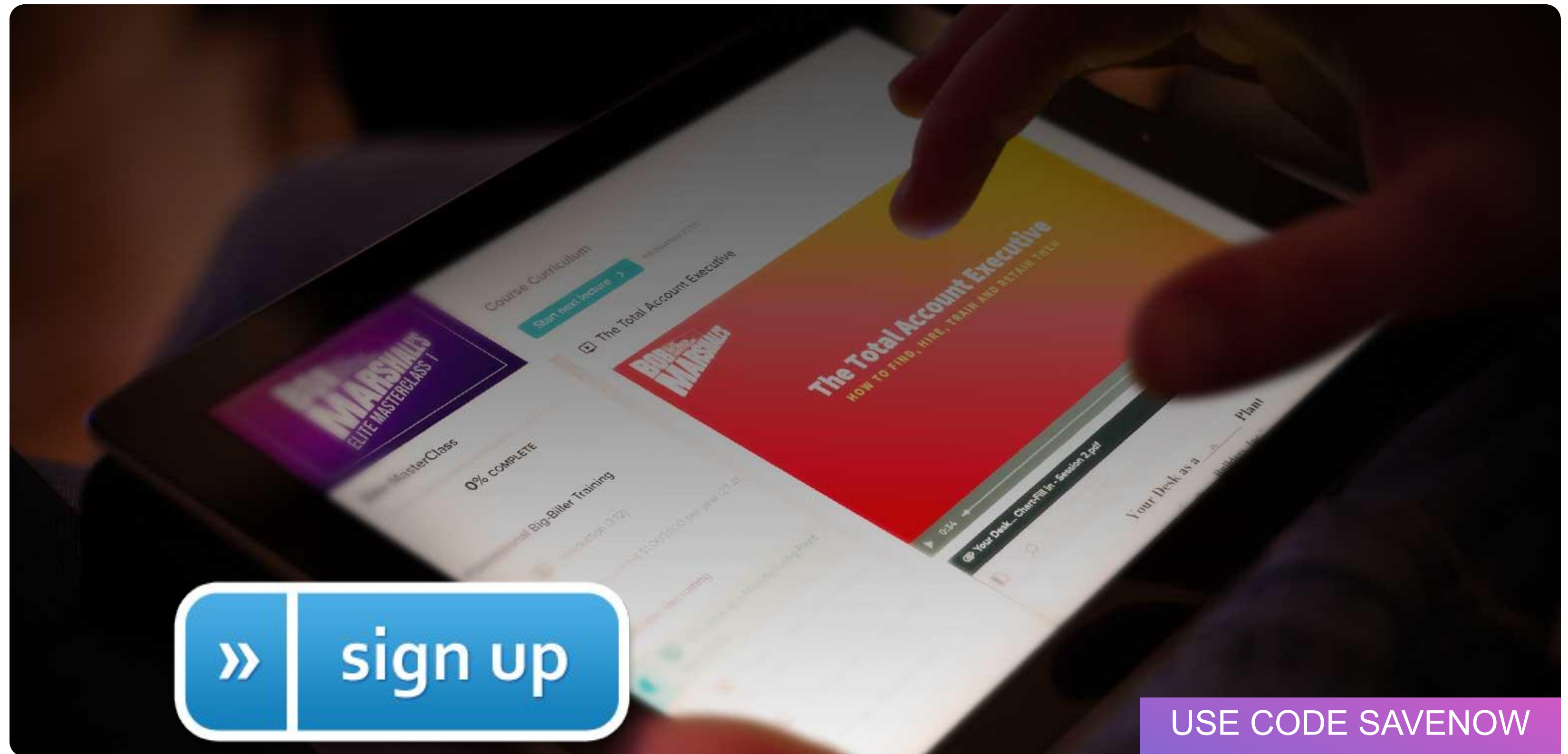
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We are looking forward to the future!

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COACHING SPECIAL

Looking for 7 committed recruiters
500k / 12 months

Email bob@themarshallplan.org if
interested in this offer.

A man in a dark suit and white shirt is shown in profile, looking towards a robot. The robot is a sleek, silver humanoid figure with glowing blue eyes and a small circular logo on its chest. They are in a modern office setting with large windows in the background.

AI

AND THE FUTURE OF RECRUITING

BOB MARSHALL'S ELITE RECRUITER MASTERCLASS

THANK YOU!