

Moore eSSentials



Beyond The Buzz

Making AI Work for Your Recruiting Desk



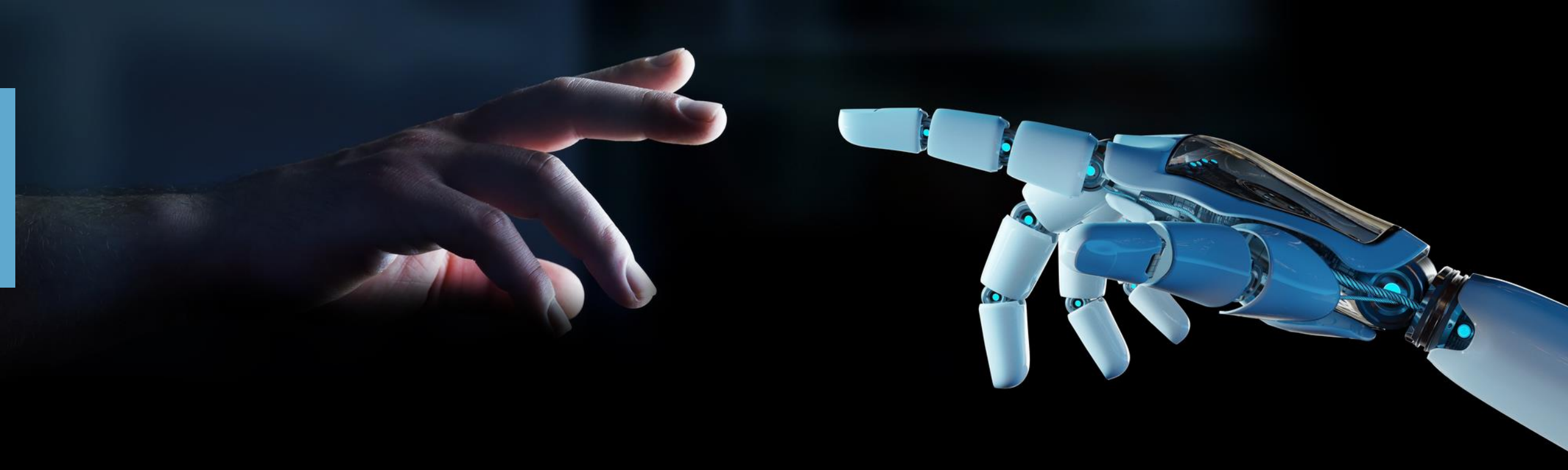
Thank you for
joining us.



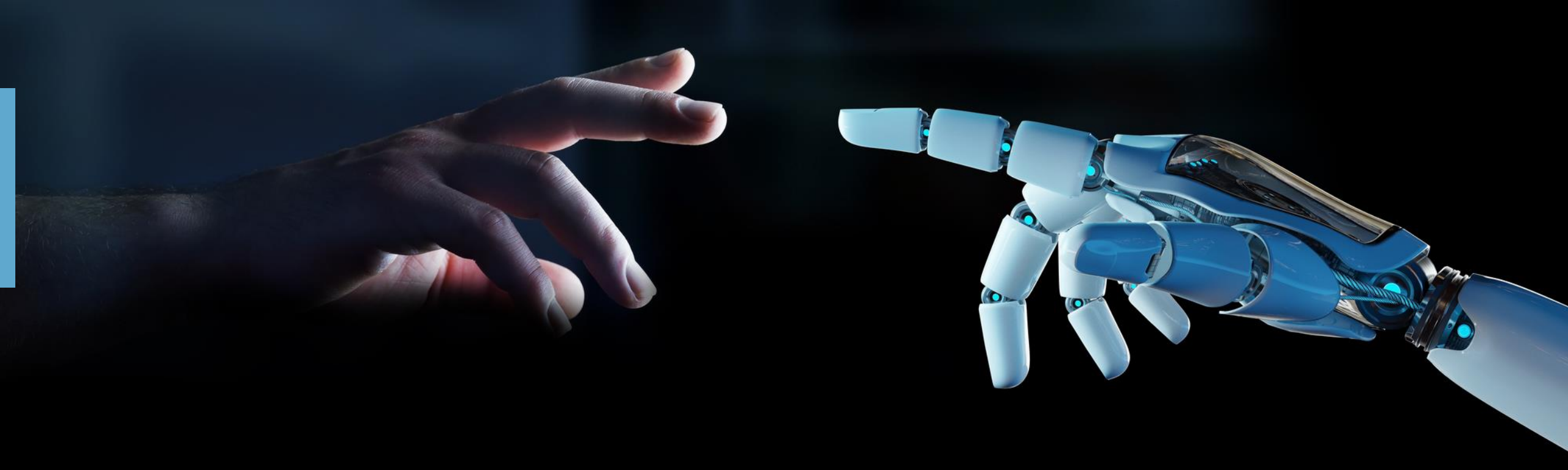


Our Objective

To increase your revenue through the implementation of advanced artificial intelligence on your recruiting desks



Will AI Replace Recruiters?



AI Will Not Replace You.
A Recruiter Using AI Will.



Perspective

- The computer age didn't eliminate accountants, only accountants who refused to learn computers
- CRM systems didn't replace salespeople, only salespeople who refused to adapt
- Social media didn't eliminate marketing jobs, it phased out marketers who ignored digital media

No AI for Anthropic Job Applications

Simon Willison's Weblog

“ While we encourage people to use AI systems during their role to help them work faster and more effectively, please do not use AI assistants during the application process. We want to understand your personal interest in Anthropic without mediation through an AI system, and we also want to evaluate your non-AI-assisted communication skills. Please indicate 'Yes' if you have read and agree.

Why do you want to work at Anthropic? (We value this response highly - great answers are often 200-400 words.) ”

— [Anthropic](#), online job application form



Imagine Your Full Time Staff...

- Virtual Assistants
- Content Writers
- Marketing Experts
- Recruiting Experts
- Strategic Consultants
- Researchers/ Sourcers





For \$60 Per Month

We pay for the following:

- OpenAI - ChatGPT - \$20 per month per user
- Google - Gemini - \$20 per month per user
- Anthropic - Claude - \$20 per month per user



Top Three LLM Comparison

1
ChatGPT

Creative Writer
Robust Content

2
Gemini

Excellent Researcher
Concise Writer

3
Claude

Advanced Reasoning
Ethical, No Internet



Gemini Deep Research

- Must have a paid upgrade (\$20)
- Select 1.5 Pro with Deep Research
- Enter your topic
- Confirm the research plan
- Wait 5 – 10 minutes
- Searches 15 – 100 sites
- Writes 5 – 15 pages with citations

Gemini Advanced ▾

2.0 Flash



Gemini Advanced

2.0 Flash

For everyday tasks, plus more features

New

2.0 Flash Thinking Experimental

Best for multi-step reasoning

New

2.0 Flash Thinking Experimental with apps

Reasoning across YouTube, Maps & Search

2.0 Pro Experimental

Best for complex tasks

New

1.5 Pro with Deep Research

Get in-depth answers

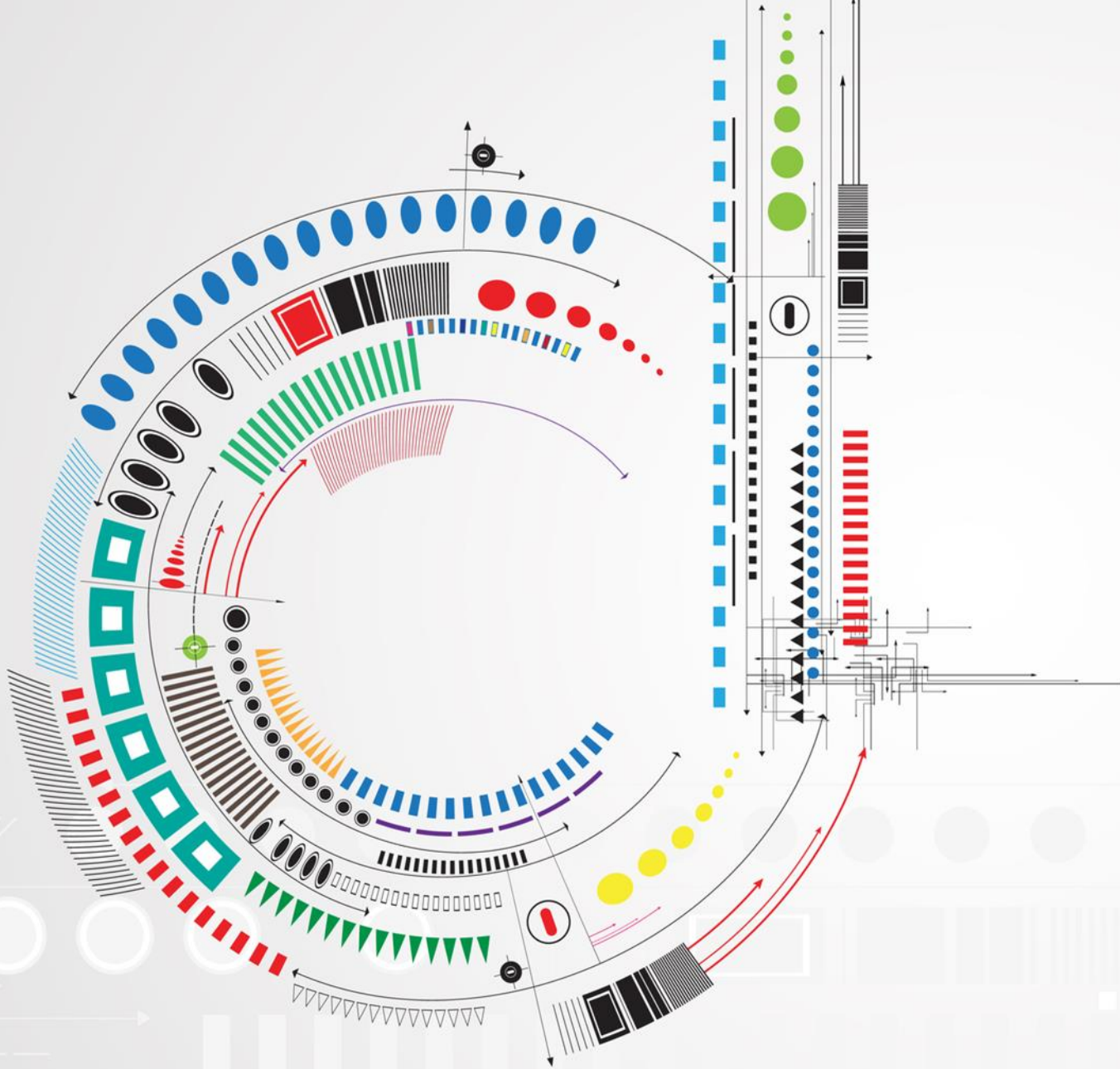
1.5 Pro

Previous model

1.5 Flash

Previous model





Our Approach
to Emerging
Technology



STAY AWAY
FROM DEEPSEEK

This is all well and good, but
how can I use AI on my
recruiting desk?

Strategic Business Development

1. High Level BD Strategy
2. Market Research & Analysis
3. Value Proposition Generator
4. Custom Relationship Building Plan
5. Letter of Recommendation
6. Search Engine Optimization

Content Development

7. Client Psychology
8. Client Pain Points & Challenges
9. Developing Your Voice
10. Slogan & Tagline Generator
11. Modify Content for Job Seekers
12. Modify Content for Hiring Managers
13. Blog Writing
14. Social Post Writing
15. Social Comment Generator
16. Leveraging Other People's Content

Tactical Business Development

17. BD Subject Lines
18. BD Cadence – Generic
19. BD Cadence – Personalized
20. Discovery Questions
21. Overwhelm HR
22. Personality Profile Prediction
23. MPC Marketing List
24. Sanitize Resumes & Profiles
25. Company Summary for Proposal

Requirement Launch

26. Company Research
27. Client Competitor Analysis
28. Job Description Generator
29. Keyword Optimization for Job Postings
30. Job Description to Job Posting
31. Candidate Writing Assessment
32. Candidate Skills Assessment



Supporting Research

- 33. Understanding Your Requirement
- 34. Industry Specific Terminology
- 35. Department Understanding
- 36. Deep Industry Knowledge
- 37. Competitor Job Description Analysis
- 38. Salary Range Determination

Candidate Engagement

- 39. Recruiting Subject Lines
- 40. Candidate Cadence – Generic
- 41. Candidate Cadence – Personalized
- 42. Holiday Voicemail Generator
- 43. Rebuttal Generator

Operations

- 44. Internal Job Description
- 45. Employee Review Template

Deal Management

- 46. Interview Question Generator
- 47. Candidate Presentation
- 48. Summarize a Transcript
- 49. Candidate Presentation from Transcript
- 50. Candidate Story Crafting
- 51. Candidate Assessment Against Requirement
- 52. Candidate Comparative Analysis
- 53. Custom Candidate Interview Prep
- 54. Personality Profiling for Persuasion
- 55. Client Management Weekly Report
- 56. Reference Checking Questions
- 57. Custom Onboarding Document
- 58. Client Feedback Survey Generator
- 59. Nasty Client Emails Written Professionally

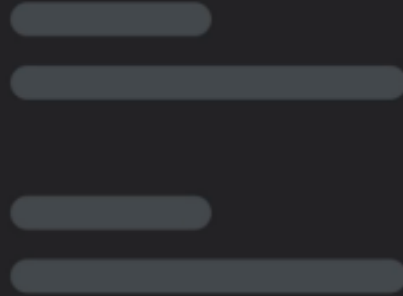




Gemini **Advanced** ▼

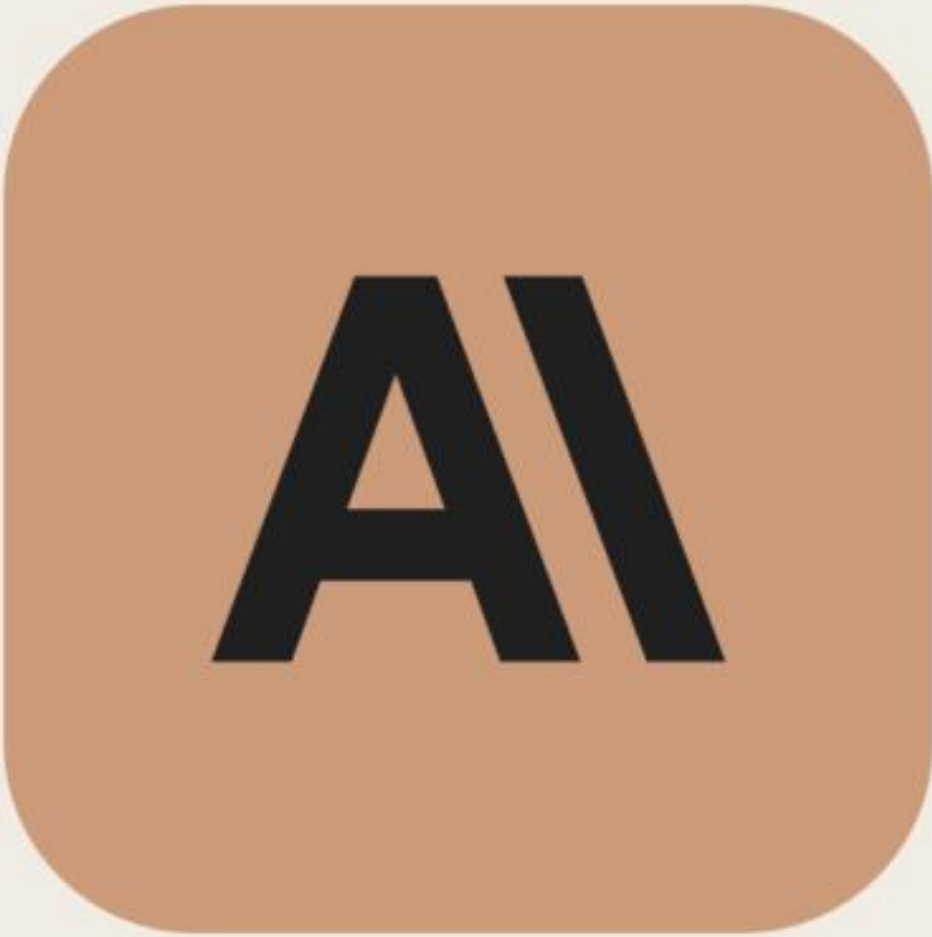


Gemini Advanced



1.5 Pro with Deep Research
Get in-depth answers

Revisit Gemini Deep Research

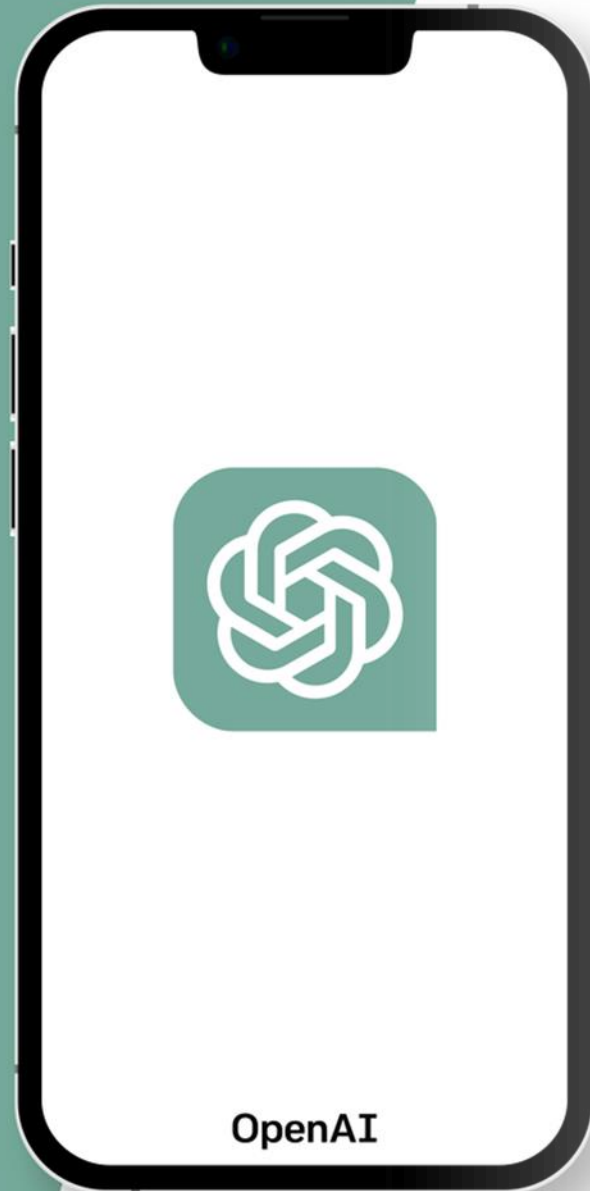
A logo consisting of the letters "AI" in a bold, black, sans-serif font, centered within a rounded square with a light brown or tan background.

AI

The logo for Claude 3, featuring an orange icon of a stylized starburst or flower with multiple thin, radiating lines, followed by the text "Claude 3" in a black, serif font.

 **Claude 3**

ChatGPT



- Best model if only upgrading one
- Good at most not the best at any
- Rapid releases of new technology
- SearchGPT, Stargate, Operator,
- Tasks & GPTs are most useful
- Paid account required



Start creating tasks

Ask ChatGPT to do things in the future.



Practice French with me daily



Summarize AI news every week



Make sure I relax this weekend

Try your own →



Tasks

BETA

My GPTs



Customize ChatGPT



Settings



Upgrade Plan



Get ChatGPT search extension



Log out



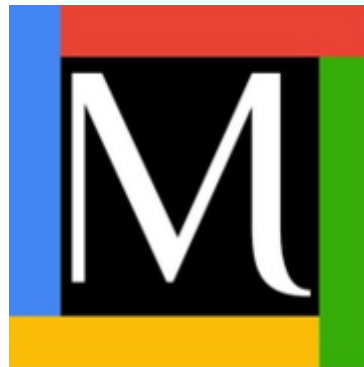
ChatGPT Tasks

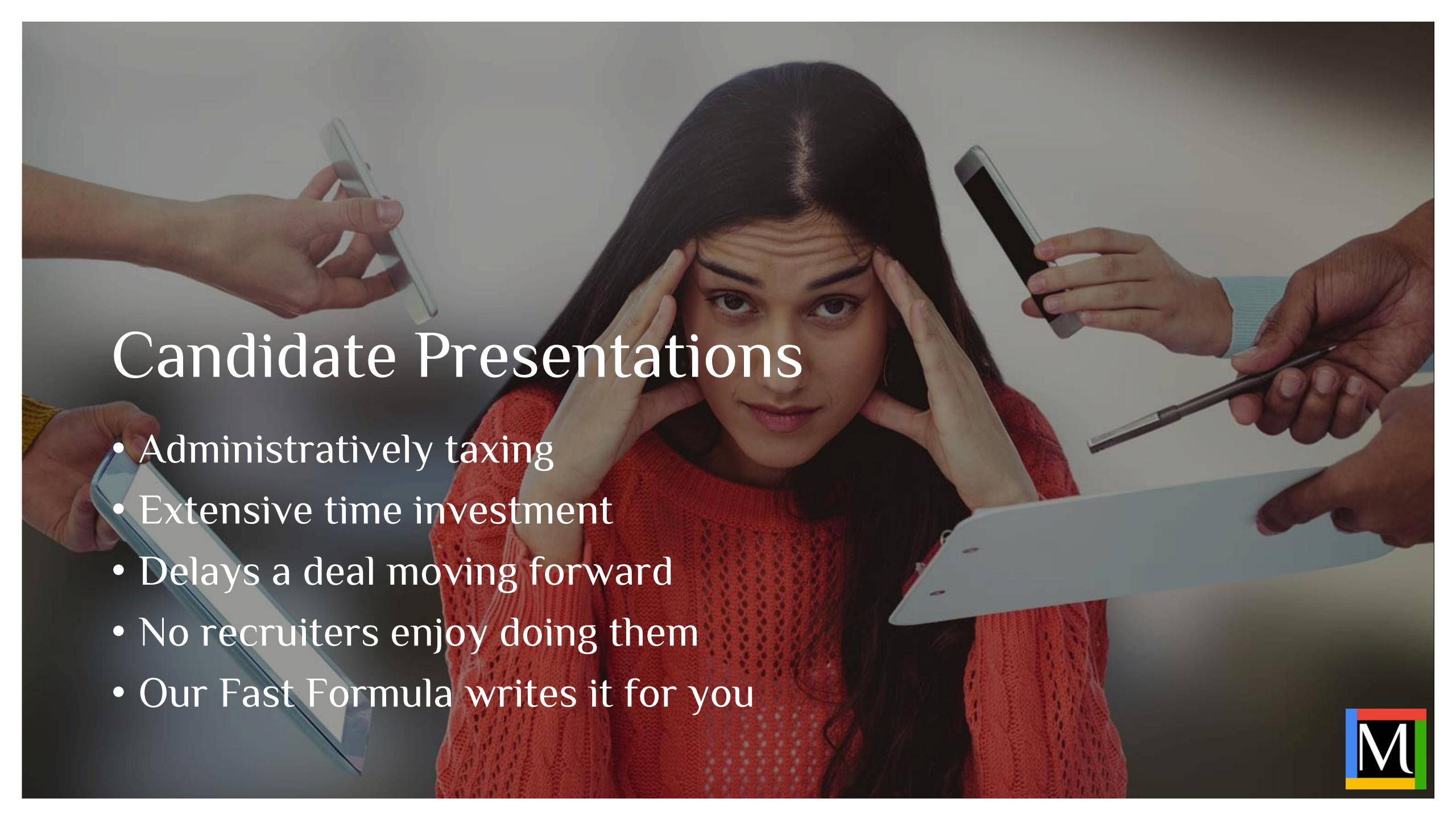
- Select GPT 4o with Tasks for Model
- Enter task just like a prompt
- Prompt written as [What] + [When]
- 10 scheduled tasks at a time
- Only in Beta for paid users





Candidate Presentation





Candidate Presentations

- Administratively taxing
- Extensive time investment
- Delays a deal moving forward
- No recruiters enjoy doing them
- Our Fast Formula writes it for you





Moore eSSentials AI4 - Candidate Presentation

By Tricia Thibeault 

Enter the candidate resume, interview notes and/or LinkedIn profile content.



Understanding Requirements



If You Don't Understand the
Requirement, You Can't Fill the Job



Moore eSSentials AI4 - Understand Your Requirement

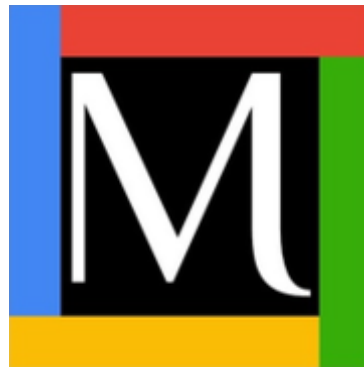
By Tricia Thibeault 人

Provide the technology, acronym or keyword for more information.





Discovery Questions



Impress Hiring Managers

- Exceptional discovery questions
- Enhances credibility
- Decreases preparation time
- Garnerers better understanding of role



Can We Quietly Overwhelm HR?



- Of course we want to talk to the hiring manager
- HR can become annoyed if we ask
- What if it's their idea?
- (Great interview questions)



Moore eSSentials AI4 - Overwhelm HR Access HM

By Tricia Thibeault 

Enter the role for progressively harder questions.



What Questions Can
We Answer For You?



AI4 Recruiters

- Most comprehensive artificial intelligence training for recruiters
- 150+ hours of recorded training, full sessions and microlearning
- Weekly AI Support Sessions for one year, news and updates
- Live training starting March 24th for two weeks (10 hours)
- Investment \$5000 for first seat \$1000 for each additional seat
- Moore eSSentials > Training > AI



Moore eSSentials



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Thank You.

