

BOB MARSHALL'S

ELITE
RECRUITER
MASTERCLASS



AND THE FUTURE OF RECRUITING

- PART 2 -

AI & The Future of Recruiting: A Practical Framework

What Every Recruiter Needs to Know Right Now



BOB ELITE RECRUITER
MARSHALL'S MASTERCLASS

Three Questions We'll Answer Today

Will AI eliminate my job as a recruiter?

Addressing the existential concern on every recruiter's mind.

What AI tools should I be learning right now?

Practical guidance on the most valuable technologies to adopt.

How do I futureproof my recruiting business?

Strategic frameworks for long-term success in an AI-driven world.

Why This Matters Now

70–85%

Failure Rate

AI initiatives that fail to meet ROI expectations

15–30%

Success Rate

AI implementations that transform businesses

The difference? Focusing on practical applications, not hype.



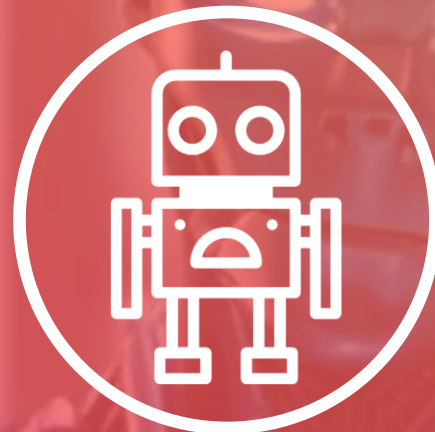


WILL AI REPLACE RECRUITERS?

The Short Answer is No — Here's Why



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AI IS INCREDIBLY IMPRESSIVE



WHAT AI CAN'T DO

THAT RECRUITERS EXCEL AT

AI AND THE FUTURE OF RECRUITING

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What AI Can't Do (That Recruiters Excel At)



Build Genuine Relationships

Creating trust and rapport remains a uniquely human skill.



Navigate Complex Emotions

Understanding human motivations and career aspirations.



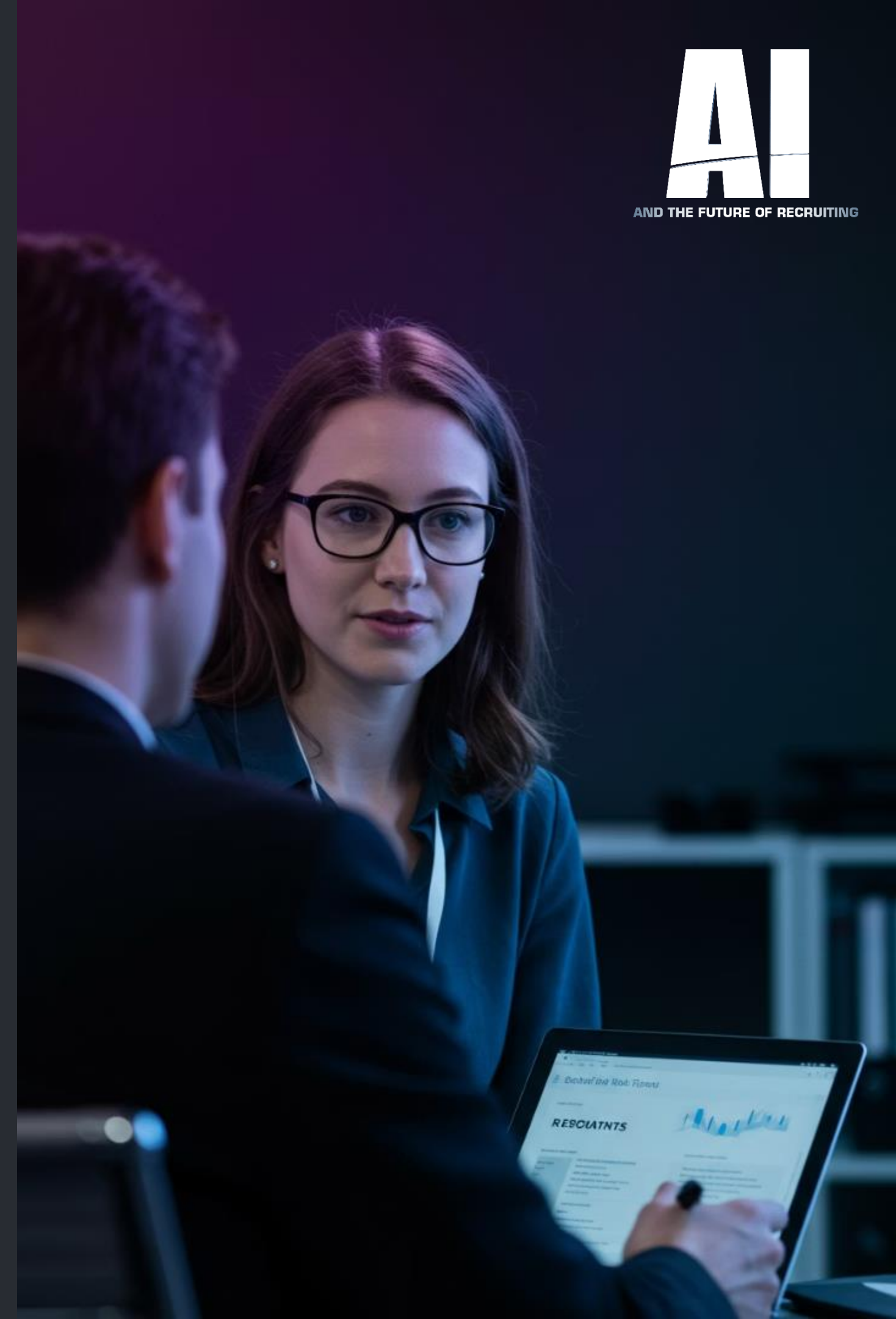
Handle Sensitive Negotiations

Managing delicate conversations and counteroffers.



Make Nuanced Judgments

Assessing cultural fit and potential beyond resume data.





Every 'Recruiter-Killing' Technology In Recent History

Job Boards (1990s)

Monster, Indeed, LinkedIn were supposed to eliminate recruiters.

Applicant Tracking Systems (2000s)

Automation was predicted to make recruiters obsolete.

Video Interviewing (2010s)

Remote screening was seen as a threat to recruiting professionals.

Social Media Recruiting (2010s)

Direct access to candidates was expected to bypass recruiters.

Automated Sourcing Tools (2020s)

AI-powered sourcing was predicted to replace human recruiters.



Staggering Projections

50%

Work Activities

Potential automation by 2030

100%

Office Roles

Impacted by AI by 2026

30%

Productivity Gain

For AI-augmented professionals

Disappearing Jobs

Administrative Roles

- Data Entry Manager
- Payroll Manager
- Scheduling Manager
- Recruiting Coordinator

Analysis Roles

- Market Research Analyst
- Claims Adjuster
- Digital Marketing Analyst
- Operations Analyst

Management Roles

- Customer Service Director
- Retail Operations Manager
- Technical Support Manager
- QA Manager (Manual Testing)

By 2030, approximately 92 million jobs (8% of today's jobs) will be completely obsolete.

What Jobs Are (Somewhat) Safe From AI

Leadership & Strategy

- Chief Executive Officer
- Chief Strategy Officer
- Board Director

People-Centric Roles

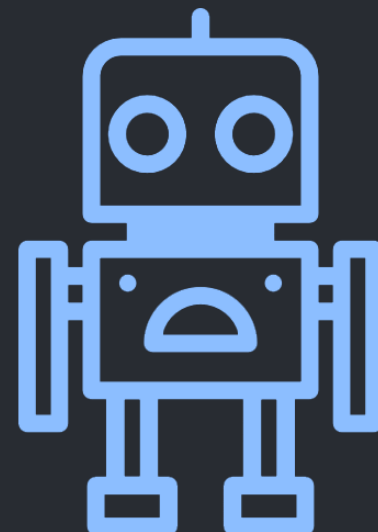
- Executive Coach
- Chief People Officer
- Therapist

Creative & Design

- Creative Director
- Product Designer
- Architect

Relationship-Driven

- Enterprise Sales Executive
- Venture Capital Partner
- Diplomat



Same as Ever

Initial Dismissal

"I've never heard of it. I've heard of it but don't understand it."

Gradual Acceptance

"I understand it, but don't see how it's useful. I see how it could be fun for rich people, but not me."

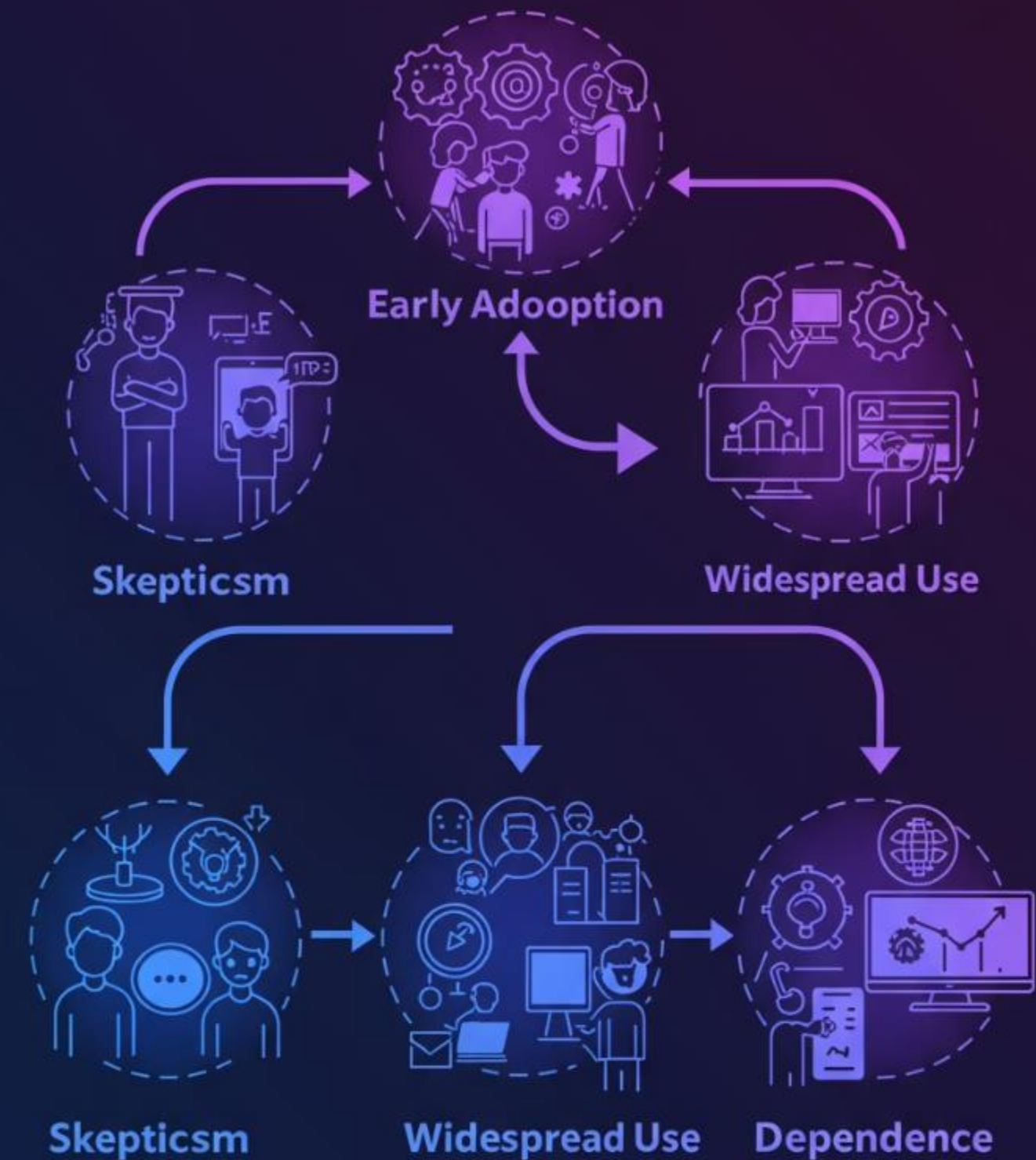
Adoption Phase

"I use it, but it's just a toy. It's becoming more useful for me. I use it all the time."

Integration & Concern

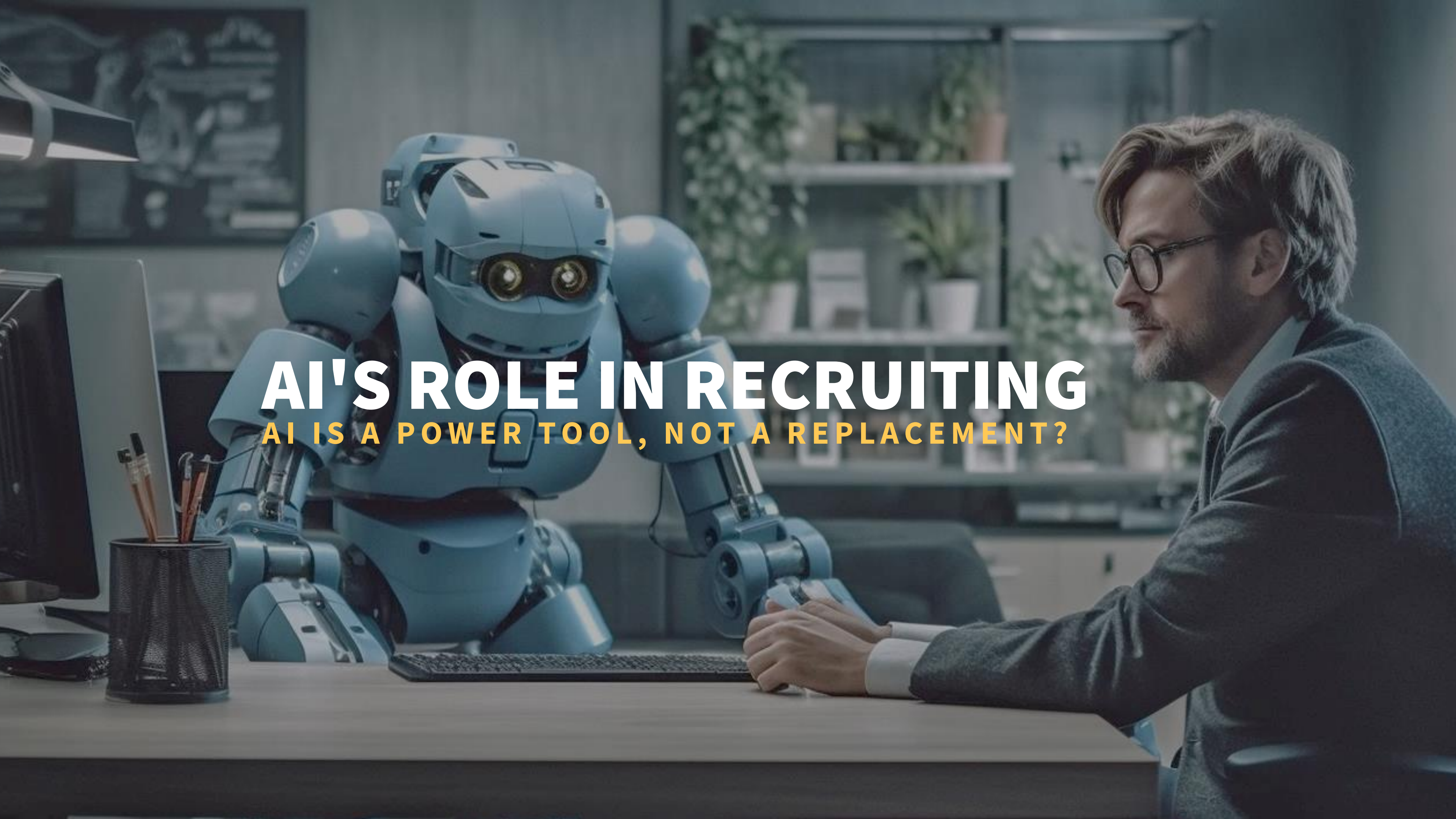
"I could not imagine life without it. Seriously, people lived without it? It's too powerful and needs to be regulated."

It's difficult to envision what one small invention has the potential to become one day.



Technology Timenline

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Ut elit tellus, luctus
 nec ullamcorper mattis, pulvinar

A man with glasses and a beard, wearing a dark sweater, is seated at a desk, looking at a computer monitor. A blue, humanoid robot with large, expressive eyes is sitting next to him, also looking at the screen. The robot's hands are on the keyboard. The background shows a modern office environment with shelves holding plants and books. The overall tone is professional and collaborative.

AI'S ROLE IN RECRUITING

AI IS A POWER TOOL, NOT A REPLACEMENT?

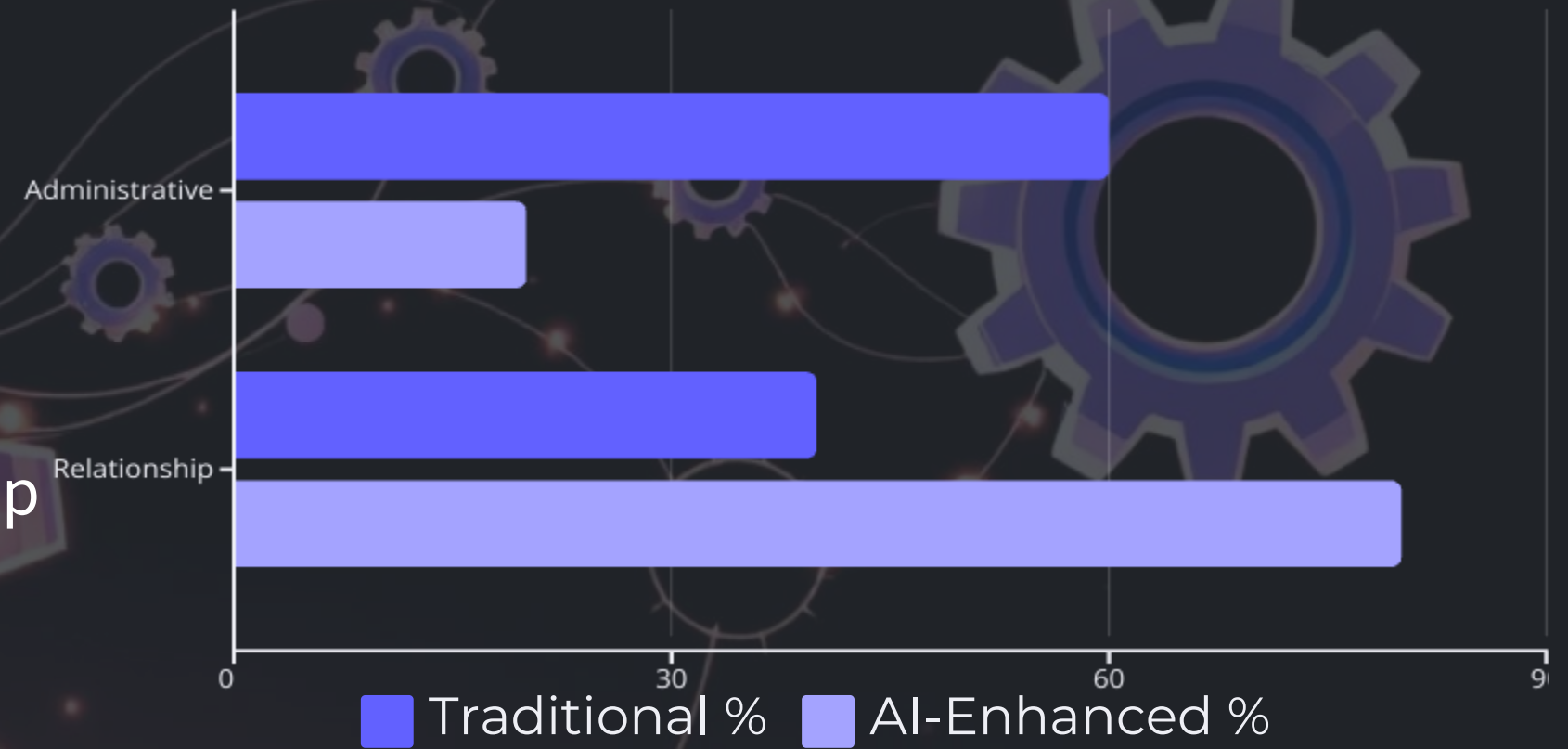
The New Recruiting Equation

Traditional Recruiter Time Allocation:

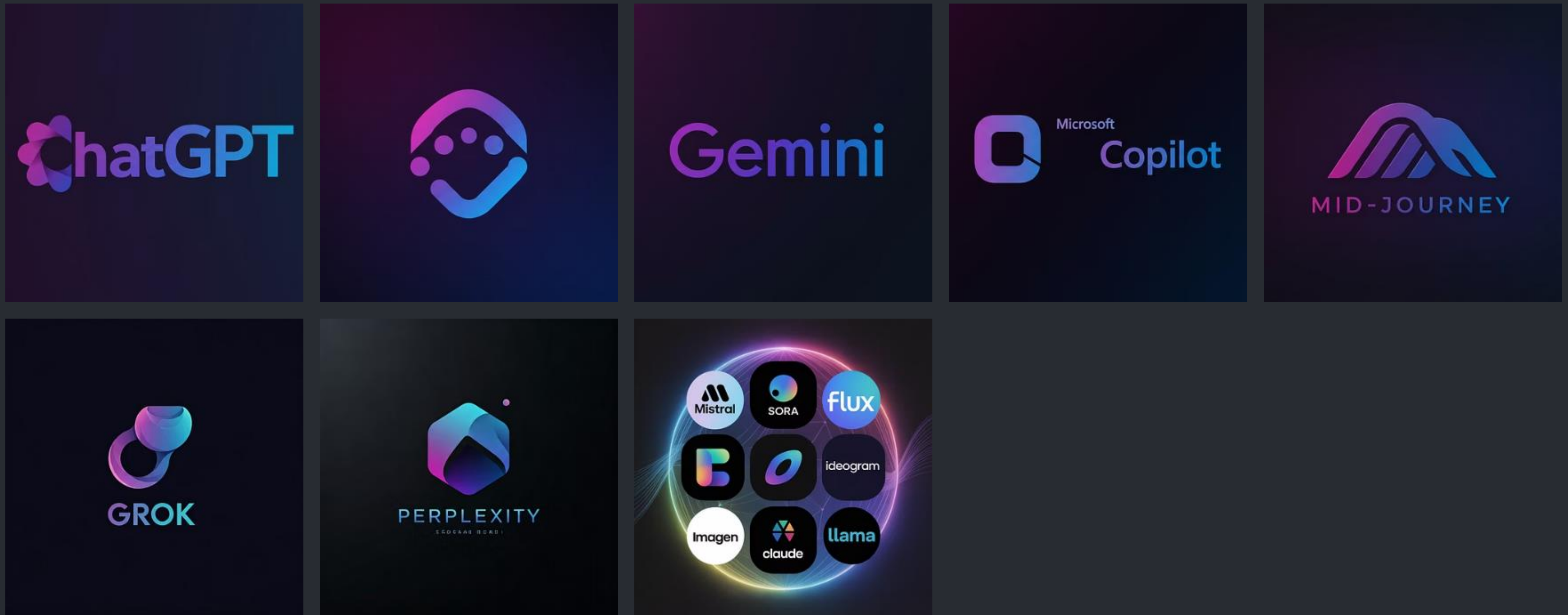
60% administrative tasks - 40% relationship building

AI-Enhanced Recruiter Time Allocation:

20% administrative tasks (AI-assisted) - 80% relationship building and strategic work



The AI Explosion



Since Part 1 of this series, the AI landscape has exploded with numerous platforms beyond ChatGPT. Many ATS and recruitment software companies also claim AI integration, but implementation quality varies significantly.

Should You Pay for Premium?

Premium AI Models Comparison

Model	Last Updated	Best For
GPT-3.5-turbo	Oct 2023	Basic tasks
GPT-4/4 Turbo	Nov 2023	Complex reasoning
GPT-4o/mini	Apr-Jun 2024	Multimodal tasks
Claude 3.5	Dec 2024	Nuanced content
Claude Opus 4	May 2025	Premium capabilities

Ai Model Comparison



AI Tool Categories for Recruiters

Marketing and Lead Gen

Tools like Apollo.io, Anymailfinder, and Instantly help identify and nurture potential clients.

Sourcing & Research

Platforms like Apify and Phantombuster automate candidate discovery and data collection.

Candidate Assessment

AI-powered tools that evaluate skills, fit, and potential beyond the resume.

Communication & Engagement

Solutions like Instantly and TidyCal streamline candidate interactions and scheduling.



AI Agents & Automations



Specialized Implementation

Working with experts to design custom AI solutions



Workflow Integration

Connecting multiple AI processes into seamless systems



Bespoke Automation

Creating tailored solutions for your specific business needs



Continuous Optimization

Refining processes based on performance data

Platforms like Make, N8N, Wildair and Clay enable custom workflow automation designed specifically for your recruiting business.



AI Tools To Watch



Instantly

Automated
interview
scheduling
and
coordination



Make

No-code
workflow
automation
platform



WildAir.ai

Advanced AI
Agent
Automations
for Recruiters



Juicebox / PeopleGPT

Specialized
HR AI
assistants



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BUDGET CONSIDERATIONS

BEWARE LONG-TERM COMMITMENTS

Avoid Long-Term Commitments

Technology evolves too quickly for annual contracts



Monthly Subscriptions

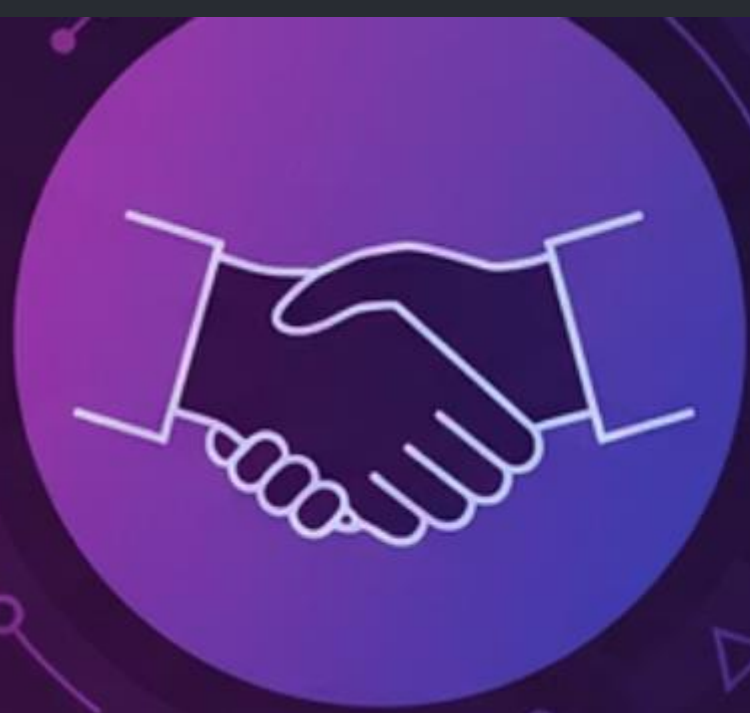
Maintain flexibility to shift as better options emerge



ROI Focus

Measure time saved and revenue impact per tool





THE THREE PILLARS OF AI-READY RECRUITING FIRMS

Specialize in High-Touch Placements

Focus on roles requiring human judgment and relationship skills

Become an AI-First Organization

Train all recruiters on AI tools and standardize enhanced processes

Develop Hybrid Service Models

Offer tiered services combining AI efficiency with human expertise



The Scaling Strategy

2-3x

Requisition Capacity

Per recruiter with AI assistance

30%

Time-to-Fill

Reduction improves client satisfaction

200-300%

Revenue Growth

Potential with same team size

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



Key Takeaways

AI is an Enhancer, Not a Replacement

AI will augment human recruiters, not eliminate them.

Start Practical, Stay Focused

Begin with tools that solve immediate problems.

Measure Everything

Use ROI and performance metrics to guide AI investments.

Specialize and Scale

Use AI as your competitive advantage to grow efficiently.

Lead Generation Prompt

Example

LinkedIn InMail Sequence Prompt

"Generate a 5-step LinkedIn InMail sequence for HR Directors at mid-market SaaS firms (50-200 employees) highlighting our AI-powered talent-pipeline tool. Reference recent product launch or funding, include clear CTA, consultative tone."

Key Elements

- Specific audience targeting
- Sequential approach
- Personalization hooks
- Clear call-to-action

Candidate Analysis Prompt

Example

Resume Review Prompt

"Review this resume excerpt and produce a one-page candidate summary: top 5 skills, three talking points for cultural fit, and two red flags to explore in screening."

Benefits

- Standardized candidate profiles
- Consistency across team reviews
- Time-saving summary format
- Highlights potential concerns

Create Candidate Email Example

Interview Review Prompt

“Create a concise, friendly follow-up email to a candidate who completed their first interview two days ago, reminding them about next-steps and asking for availability this week.”

Benefits

- Immediate and professional
- Consistency across all engagements
- Time-saving Admin task

Video Interview Scoring

Example

Video Interview Review Prompt

Review this 2-minute interview clip (link) and summarize the candidate's problem-solving skills with bullet points, then rate them 1–5 on “customer focus.”

Benefits

- Less Subjective than Human Scoring
- Consistency across all engagements
- Time-saving Admin task

Scheduling Automation Steps



Calendar Integration

Sync with scheduling tools
for availability



Custom Booking Links

Personalized
Calendly/TidyCal URLs



Email Templates

Professional, concise scheduling messages

Prompt: "Create email response to client/candidate providing a link to my appointment calendar."



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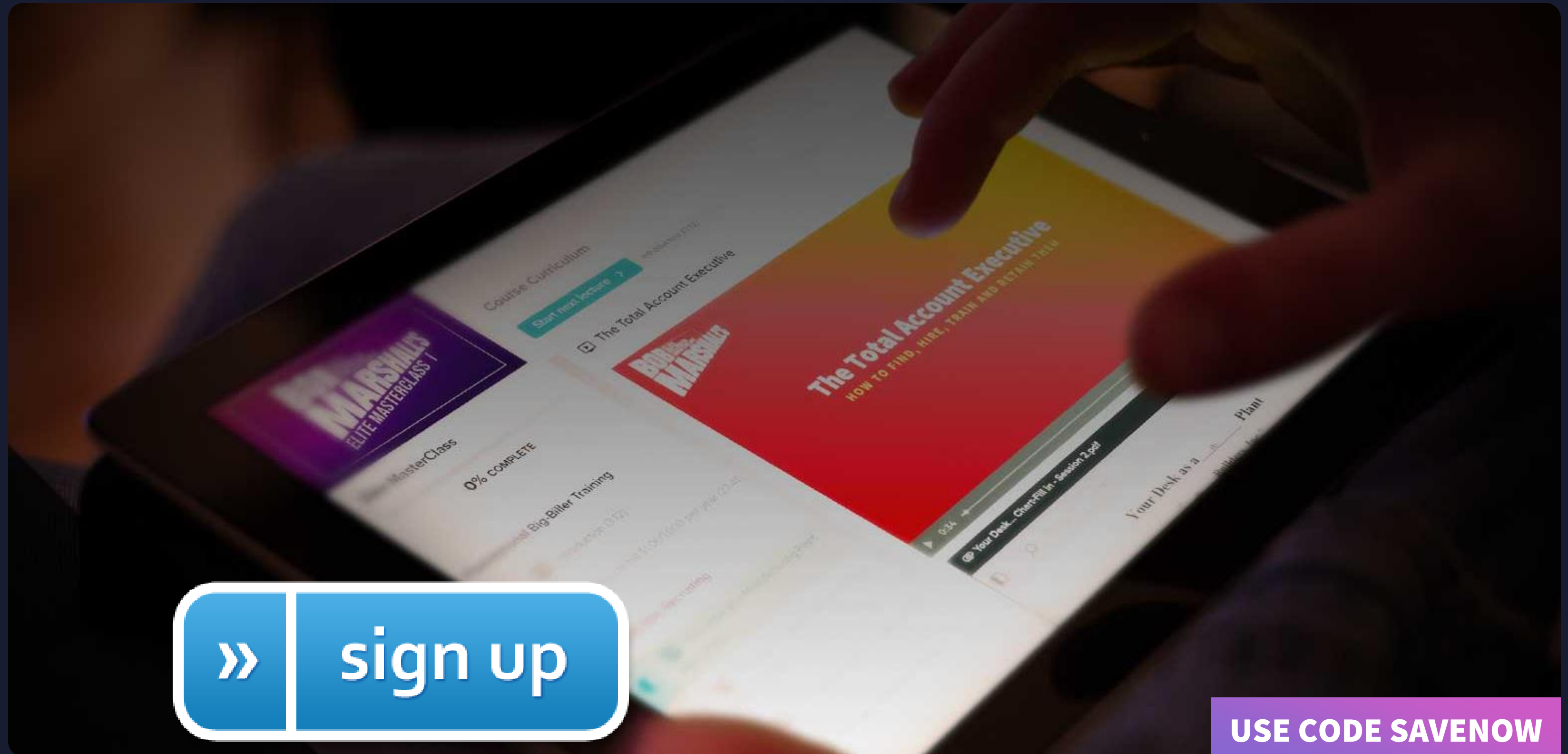
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We are looking forward to the future!

ELITE RECRUITER MASTERCLASS – OPEN NOW



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USE CODE SAVENOW

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THANK YOU!

A man in a dark suit and white shirt is shown in profile, looking towards the right. In the background, a humanoid robot with a metallic, blue-tinted body and glowing blue eyes stands. The setting appears to be a modern office with large windows overlooking a city skyline. The overall color palette is cool, dominated by blues and greys.

AI

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