Best Practices
#2 Intermediate
(You should have run at least 10-20 searches in TalentNeuron Recruit.)

1. **Searches: Best Practice:** Use only one location, one occupation, and 1-3 skills.

   a. Run Searches from a full REQ or from "My Jobs"

2. **Using Keywords in Searches:**

   a. Always search using **Occupations** and **Skills** first. They interpret job postings.

   b. After this, use keywords. They work best when used to find the industry experience.

   c. Do not create a long Boolean search and put it in keywords. This type of search can give false positives.

   d. Find the area of expertise through "skills" or "keywords" especially with roles such as Sales, Marketing, Managers, VP. . .

   e. (The "skills" filter uses "AND" thinking. If you have two skills, it means "Skill A" and "Skill B" are included.) When you use keywords, try to use OR as often as possible. Include many synonyms or words that include the same area.
   For example "pharmaceutical OR pharma OR pharmacy OR drugs OR medicine OR medical"

3. **Verify a Search:** If the "Occupation" looks strange, use "New Search" to Interpret it. Enter . . .
   - ONLY the title
   - ONLY the job description (JD) OR JD with title in the description box

Finally, look at the BLS SOC Code Definitions (US): https://www.bls.gov/soc/soc_2010_definitions.pdf
   Or an in-depth web site: https://www.onetcodeconnector.org/find/family

4. **Searching for Challenging Roles**: Because they have few results . . .

   a. Verify your search with the entire country.
   b. Try to find synonyms for the required skills. Sometimes one synonym will give larger results.
   c. Try to find the occupation that these people were **promoted from**; an exceptional lower-level candidate ready for promotion is an excellent option.

Note: If a colleague has run a search for a position, the colleague can email you the link to the search results. Sign in to TalentNeuron Recruit. When you click on the link, it will recreate the search for you.

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5. **Skills:** (35,000 of them)

   a. Include only the most important and the most commonly asked-for skills.
   b. Do not select skills that repeat the "occupation."
   c. Do not have overlapping skills. Choose skills that are distinct.
   d. **What is the cost of a skill?** (in terms of supply and demand)

      i. Select a skill and look at the "Supply" with that skill.
      ii. Unselect that skill and select another. Look at the "Supply" with the new skill.

6. **Sourcing Narrowly and Broadly**: Go to the Candidates Tab.
   a. Create a narrow search; exact candidates: Source for candidates . . . LinkedIn etc.
   b. Create your broader search to find candidates with the skill you want but who may not work in the specific occupation: Source for candidates . . . LinkedIn etc.

Suggestion: Contact us with the job posting: Ask if there are other ways to create the search. Always use "Occupation" and "Skills" before using the "keyword" filter.

1. **Printing Reports:**
   a. To prepare for discussions with a hiring manager print reports on
      i. Your broad search
      ii. Your narrow search
      iii. Narrow searches with various required skill combinations, to show the "cost" of various skills.

Comparing the Two Version of TalentNeuron

TalentNeuron Recruit	TalentNeuron Recruit (NEW)
1. Visual (Graphs): You must interpret the data.	1. Verbal (Written suggestions). It interprets the data for you.
2. Numerous Tabs	2. 3 Tabs: Search, Analysis, & Source
Things Currently Only in TalentNeuron Legacy	Things Currently Only in TalentNeuron NEW
1. **My Jobs:** A fast way for recruiters to search their own Job Postings (JPs).	1. It offers written explanations on: What to do next. How the user could **interpret the data for a hiring manager**. **Explains the data and what it means** in that context.
2. **Counts and Trends**: Tabs that analyze and graph four years of historical data	2. **A Separate Page specifically for Sourcing Candidates**
3. **College & University Graduate Data** with suggestions of what schools are graduating people in a specific major. Also includes university gender & ethnic diversity data.	3. **Gender & Ethnic Diversity**: Suggestions where you could find more diverse candidates
	4. Creates **Two Reports**: one for yourself and one for the hiring manager.
	5. Chatbot Searches