

The background is a light gray with a complex network of thin, dark gray lines connecting various points, creating a web-like or molecular structure. Scattered throughout are numerous triangles of different sizes and orientations, some solid and some outlined. A large, white, stylized arrow shape points from the left towards the center, partially overlapping the text.

# **Sourcing Tips and Geek Shortcuts**

*...for a faster desk*

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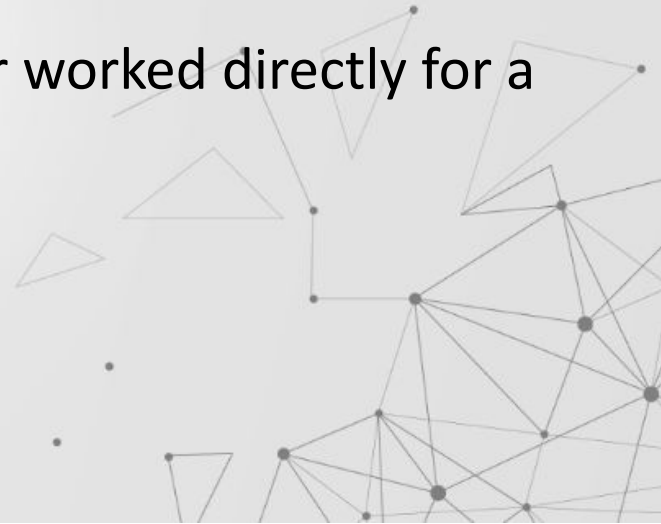
# Who is this guy?!

## Who I am:

- A computer/software geek... past developer, support manager, software trainer, now software product manager that has been involved with the recruiting industry for 25+ years.

## Who am not:

- Recruiter, researcher, sourcer, nor have I ever worked directly for a search firm.



# Objectives

## Top Priority:

- Help you to think more about and be better at **boolean search**

## Additional Tools:

- A couple of extensions / tools that help do what you do

## Geek stuff:

- My favorite... computer / keyboard shortcuts



**What is your  
sourcing  
process?**



**"STRATEGY"**

# UX Designer

As a UX Designer for Top Echelon Software, you will help us build world-class SaaS recruiting software that has helped and continues to help companies hire top talent. At Top Echelon, we are literally helping the world work—better. This position is a full-time job where you can choose to work in either of our Canton, OH or Minneapolis, MN offices or fully remote. About our company The incredible people who are part of Top Echelon Software are passionate about providing the most modern and easy to use SaaS-based recruiting and hiring solution in the marketplace. We believe that our software helps companies hire the best people easier and faster, which in turn enables them to get more done in less time. We focus on our customers, software innovation, and our co-workers and that has fueled us for over 30 years. About the job As part of a cross-functional team consisting of you, a product manager, and several software developers, Product Designers at Top Echelon Software are always working on different things from research to mockup to the browser. This role includes: creating mockups/prototypes, talking to customers, helping with project management, delivering the final HTML and CSS for features, and measuring the success of those features. We're looking for someone to represent the voice of the customer to guide us in delivering simple, intuitive, and innovative solutions to help the customer with their day-to-day operations using our software. You'll work with us to tackle big problems in innovative and practical ways. Applicants must be authorized to work for ANY employer in the US. We are unable to sponsor or take over sponsorship of employment Visa at this time.

## Essential Functions & Responsibilities:

- Reach out to customers: Learn how our customers operate. Evaluate how we can help them.
- Review mockups and prototypes with customers to make informed design decisions helping ensure the success of delivered features.
- Work directly with our customer support department to help identify areas in the software that could use some help. Interview customers to clarify what the core problems are, in addition to the symptoms.
- Work with your team to define features that solve customers' problems: Create sketches, mockups and/or prototypes using Figma, or UI of a new feature.
- See where complicated features can be broken down into small, sensible, and shippable components.
- Work with development to methodically deliver those features to customers.
- Dig into our analytics/usage data to help to track, measure, and make recommendations to optimize user interfaces and experience.
- Share knowledge across teams: Create or update HTML and CSS for our internal style guides and deploy those changes across all of our applications.
- Work with other product designers to ensure that the customer's experience is consistent and predictable.
- Participate in design review sessions with other product designers. Provide insightful and direct critique for other's work and receive it for your own. We believe in open, challenging, and transparent feedback.

## The Ideal Person has:

- The ability to write well-structured and responsive HTML/CSS
- Excellent written and verbal communication skills are essential — good communication leads to good design
- Demonstrable usability, prototyping, and user interface skills
- Strong portfolio of previous web and/or mobile work
- The capability of working independently with customers or stakeholders
- Good initiative with an ability to self-manage time and handle multiple projects at the same time
- Experience with applications for design, wireframing, prototyping, generating icons, etc.
- Strong information architecture design skills
- An understanding of usability heuristics
- An understanding of UX principles, patterns, and practices.
- An ability to analyze usage data and channel it into meaningful product direction.
- Creative and innovative approach to problem solving and a passion for continuous improvement.
- Basic JavaScript skills are helpful. Some knowledge AngularJS is a huge plus.
- Bachelor's degree in UX, Design, or a related field or equivalent experience in software product design for SaaS applications required.
- Must be authorized to work in the United States

# Boolean Strategery

I've talked to thousands of recruiters over the years, and what a large number of recruiter do is:

- Copy the exact title
- Skim the job description for key terms / skills

Doing so limits you to a **very small percentage** of the total talent pool!

Truth is, the way you search is actually **limiting the amount of result** you get... so are you really "getting the best candidates?"



# Strategy #1 - Get Synonym Titles

If you do run a search with only the provided title from the the client you'll actually be **excluding candidates**.

Things to think about:

- Would all the qualified candidates mention this title?
- What others ways might they mention it?



# Strategy #1 - Get Synonym Titles

**Manually come up with synonyms for that title:**

- Go to LinkedIn Recruiter or your own ATS search engine
- Run that **title search** and pull out keywords, buzzwords, and jargon from the rest of the profile
- Now, do a straight **keyword search** (without title search) on those terms to and look at profiles returned and note the various titles.
- These are your synonyms!

**OR**

**Magically come up with synonyms for that title:**

- [HireEZ free boolean builder tool](#)





# Strategy #1 - Get Synonym Titles

Once you have more of the various titles, put them in a set of parentheses separated by OR operators.

So you started with just **Product Designer** from your client, but you're better boolean ends up being:

**("product designer" OR "ux designer" OR "user interface designer" OR "frontend developer" OR "interaction designer")**



# Strategy #2 - Required Skills

But why stop at title? Be better than your competition! Use key skills from the **requirements** section of the description and get candidates with the experience your client is asking for!

- These will be a 2nd set of parentheses with **AND** operators.

**(prototyping AND css AND angular\* AND usability AND figma)**

- This will limit your results significantly, but they are very close!
- You can experiment using a NOT on each requirement to see what happens to your results, and shift into **consultative mode** if you see one particular requirement that really knocks your results down.

# Strategy #3 - Desired Skills

- But why stop there? Blow the doors off your competition! Bring in even more specificity from the **desired** section from the description.
- These will be put in a third set of parentheses with OR operators so that results will have **at least one** of their Desired skills.

(ats OR "applicant tracking" OR staffing OR hr OR "human resources")

# Power Boolean Formula

Stitch them together with an AND operator in between and you end up with is an extremely powerful boolean search formula.

**(titles with ORs) AND (requirements ANDs) AND (desireds ORs)**



# Finished Power Boolean String

("product designer" OR "ux designer" OR "user interface designer" OR  
"frontend developer" OR "interaction designer")

AND

(prototyping AND css AND angular AND usability AND figma)

AND

(ats OR "applicant tracking" OR staffing OR hr OR "human resources")

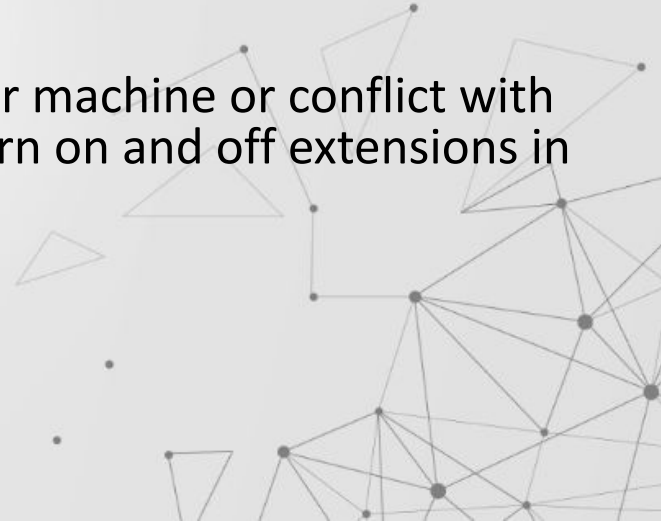
This can be used wherever you search for candidates:

- LinkedIn (operators must be capitalized)
- Your ATS
- Resume Search Venues



# Useful Chrome Extensions

- **Your ATS Extension**
  - Add/update records to your database from the places you source
  - Put records into your ATS workflow
- **Very Fast** - Speed up repetitive data entry and or messages via templates
- **OneTab** - Ever find yourself with too many tabs, click the OneTab icon to convert all of your tabs into a list. When you need to access the tabs again, you can either restore them individually or all at once.
- **Extensity** - Too many extensions can slow down your machine or conflict with each other. This extension enables you to quickly turn on and off extensions in one place.



# Geek Shortcuts - Text Editing

**You do a lot of writing and text manipulation** - these things can save lots of time

- Highlight text with your keyboard
  - SHIFT + ← → highlights a **letter** at a time
  - SHIFT + CTRL + ← → highlights a **word** at a time
  - SHIFT + CTRL + ↑ ↓ highlights a **line** at a time
  - SHIFT + CTRL + HOME highlights everything from cursor to the top
  - SHIFT + CTRL + END highlights everything from cursor to the top
- CTRL + C (copy) stores the highlighted text in memory
- CTRL + X (cut) stores the highlighted text in memory and deletes it
- CTRL + V (paste) pastes the copied/cut text



# Geek Shortcuts - Browsers

**You spend tons of time in browsers** - these things can save lots of time

- CTRL + CLICKING links opens that link in a new browser **tab**
- SHIFT + CLICKING links opens that link in a new browser **window**
- **Shortcuts for navigating all the tabs you have open:**
  - CTRL + [number] will pop you to that tab (9 is always the last tab)
  - CTRL + PGUP go to the next tab
  - CTRL + PGDN go to the previous tab
  - CTRL + W closes current tab you're in
- **CTRL + SHIFT + T reopens a tab you've closed**





# Geek Shortcuts - Multiple Monitors

If you're lucky enough to have multiple screens these things can save lots of time

- **WINDOWS + ← →** Dock the window to the side of the current monitor, additional presses will push the application to the next monitor edge, then center, then opposite edge continuing in this pattern across all available monitors.
- **SHIFT + WINDOWS + ← →** Moves the active window to the monitor on the left or right



# My Fav Geek Shortcut

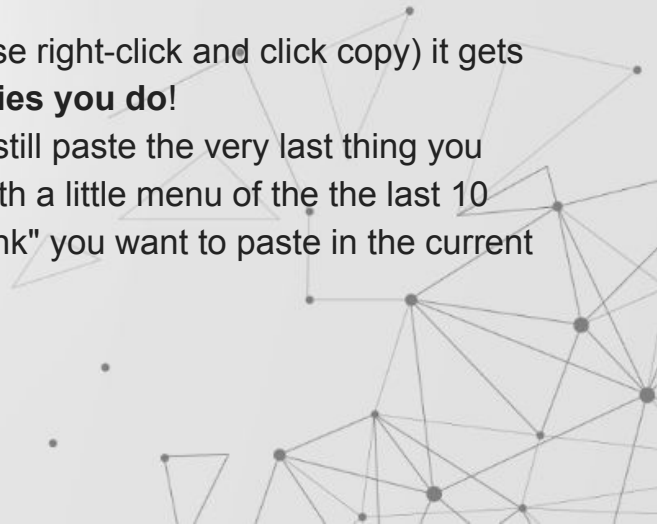
Ever wish you could copy 2 or 3 different chunks of data from one page and place them in another place without having to flip back and forth between the locations? You can!

## Turn on Clipboard History:

- Press Windows+V. If you haven't turned the feature on yet, this will bring up a prompt to do so.
- Click the **Turn on** button

## Use the Clipboard history:

- Now everytime you highlight / select something and press CTRL-C (or use right-click and click copy) it gets stored in your clipboard like normal... **but it remembers the last 10 copies you do!**
- So when you're ready to **paste**, instead of pressing CTRL+V (which will still paste the very last thing you copied), hold down the Windows key and press V. You'll be prompted with a little menu of the the last 10 things you copied and you can use your arrow keys to select which "chunk" you want to paste in the current cursor position!



# Questions?

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