

Mastering Artificial Intelligence in Job Search



The Impact of A.I. on Job Search

1 Where Have the Jobs Gone?

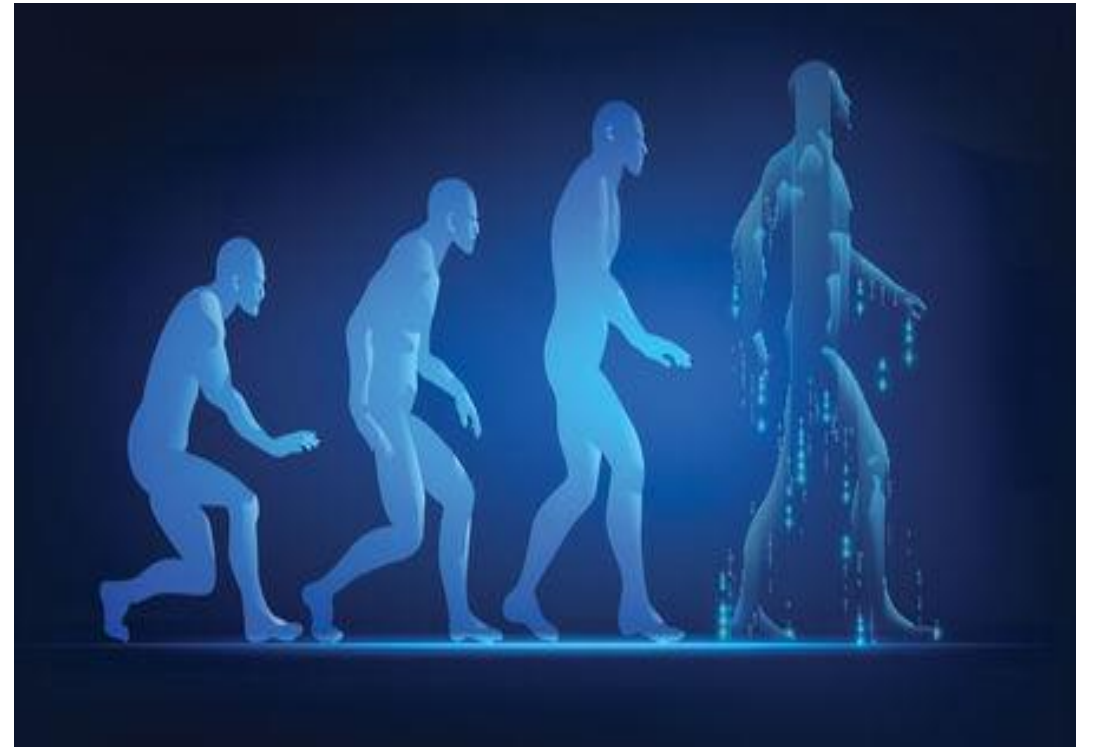
- Job search trends have been changing for 25 years!

2. Artificial Intelligence

- How AI will impact job search and hiring.

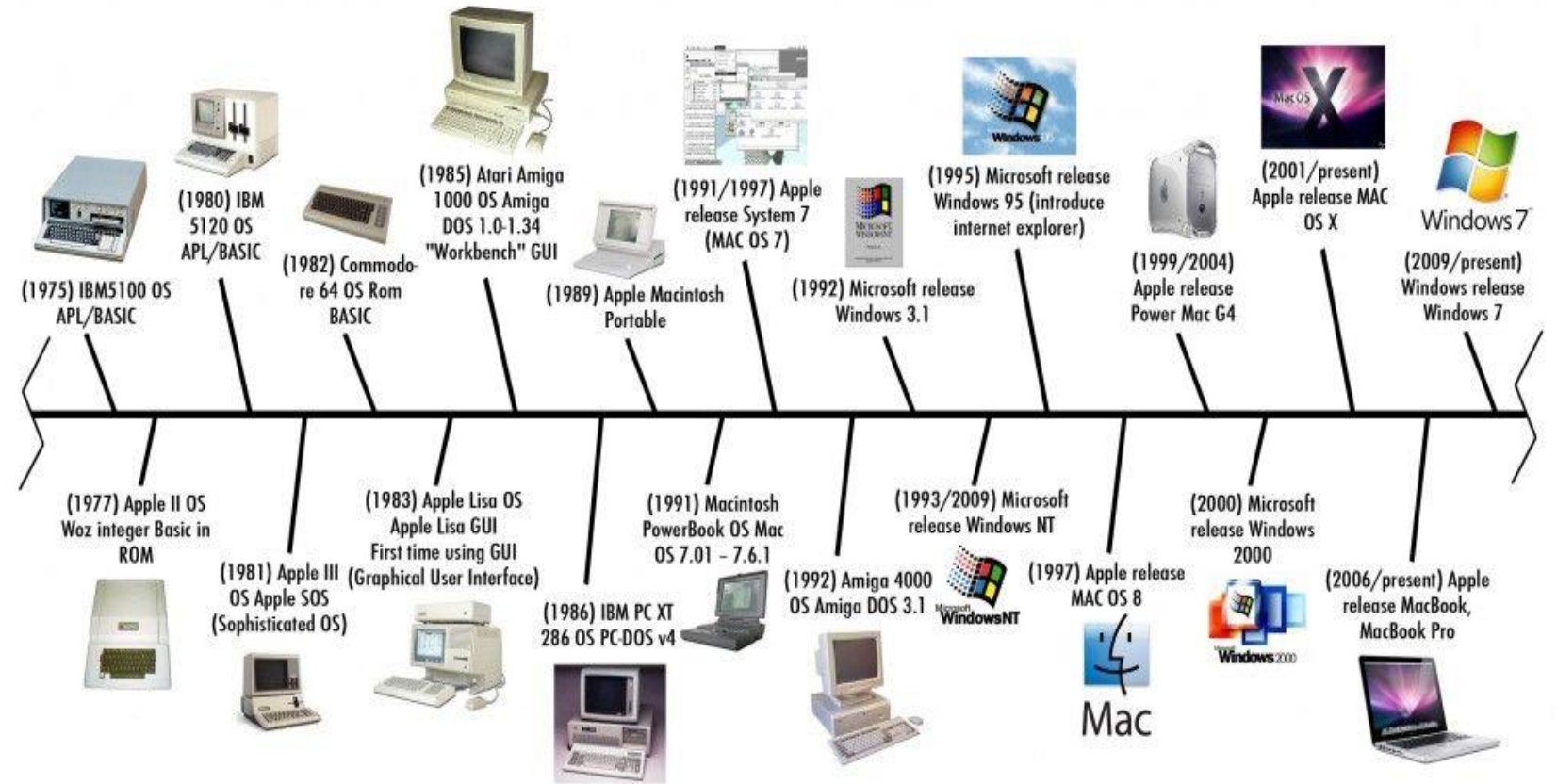
3. A.I. Related Job Search Tools

- A.I. tools that job seekers need to be familiar with and fully engage in today's job search



Tech Trends in Employment

1980's- 1990'2- 2000's-210's-2020's- Future



Job Search is Changing and Getting Confusing

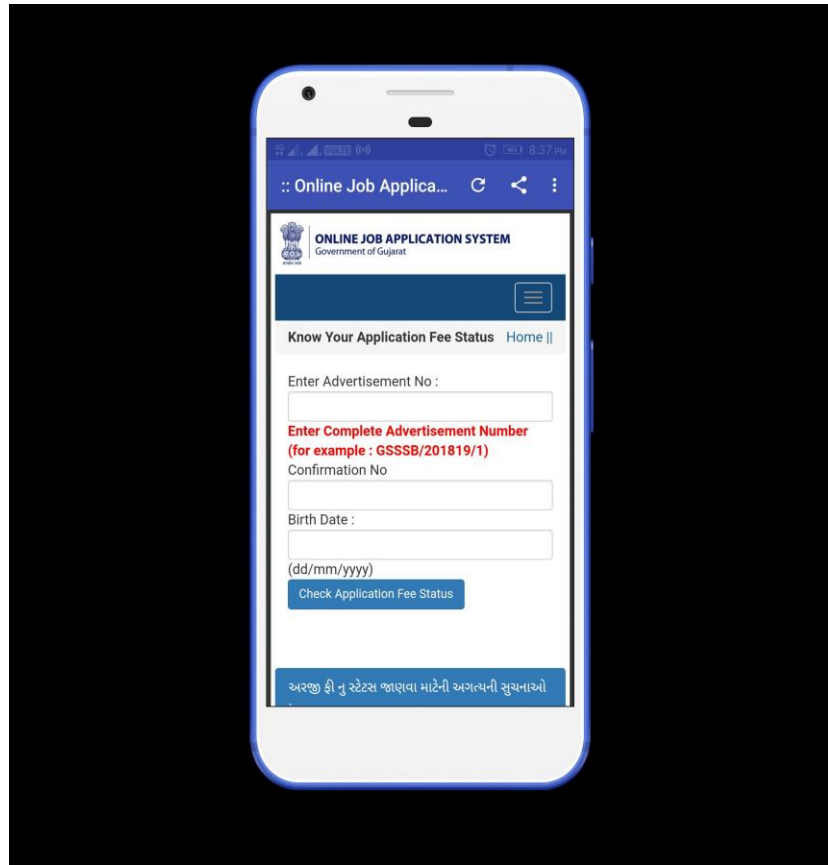




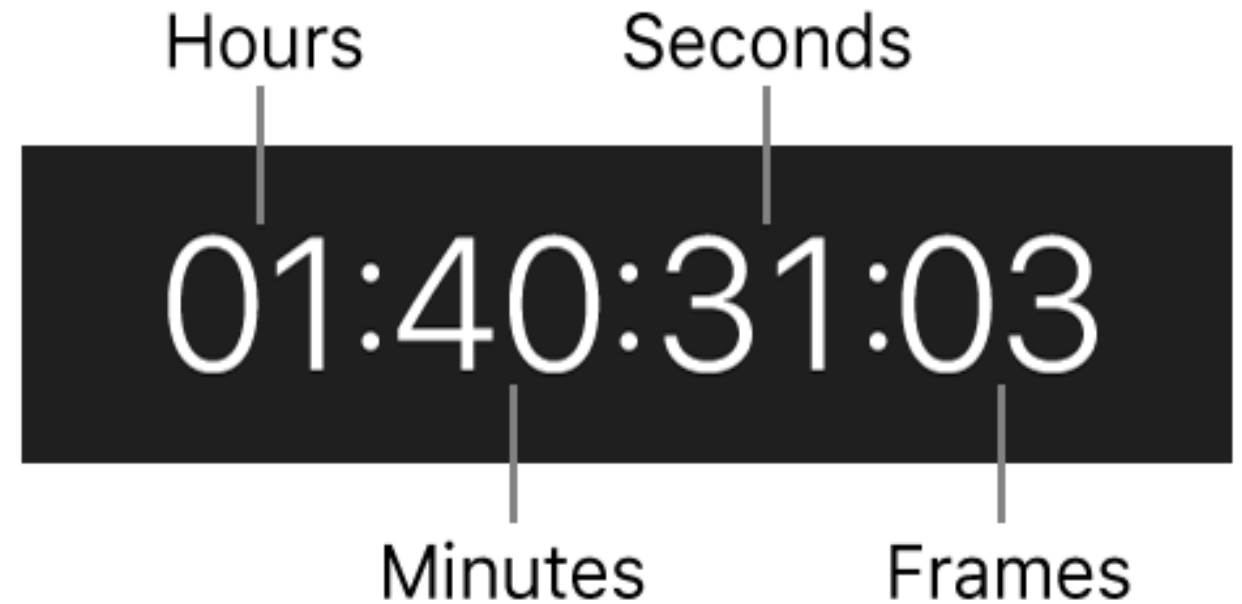
Amazon defines A.I. as:

“The field of computer science dedicated to solving cognitive problems commonly associated with human intelligence, such as learning, problem solving and pattern recognition.”





How Long to Download a 2 Hour Movie



How A.I. Can Help With Recruiting

Recruiter: Human Intelligence

Recruiter: Human Intelligence

- Search for candidates manually
- Review based on own opinion
- Play phone tag for phone screen
- Send out invites to complete employment assessments
- Set-up/schedule interviews

- 1 to 2 weeks

Recruiter: Artificial Intelligence

- Search virtually for candidates 24-7
- Review based on algorithms
- Automatically set up interviews
- Auto send employment assessments
- Set-up live video interviews
- Automated in-person interview scheduled

- 1 to 2 days

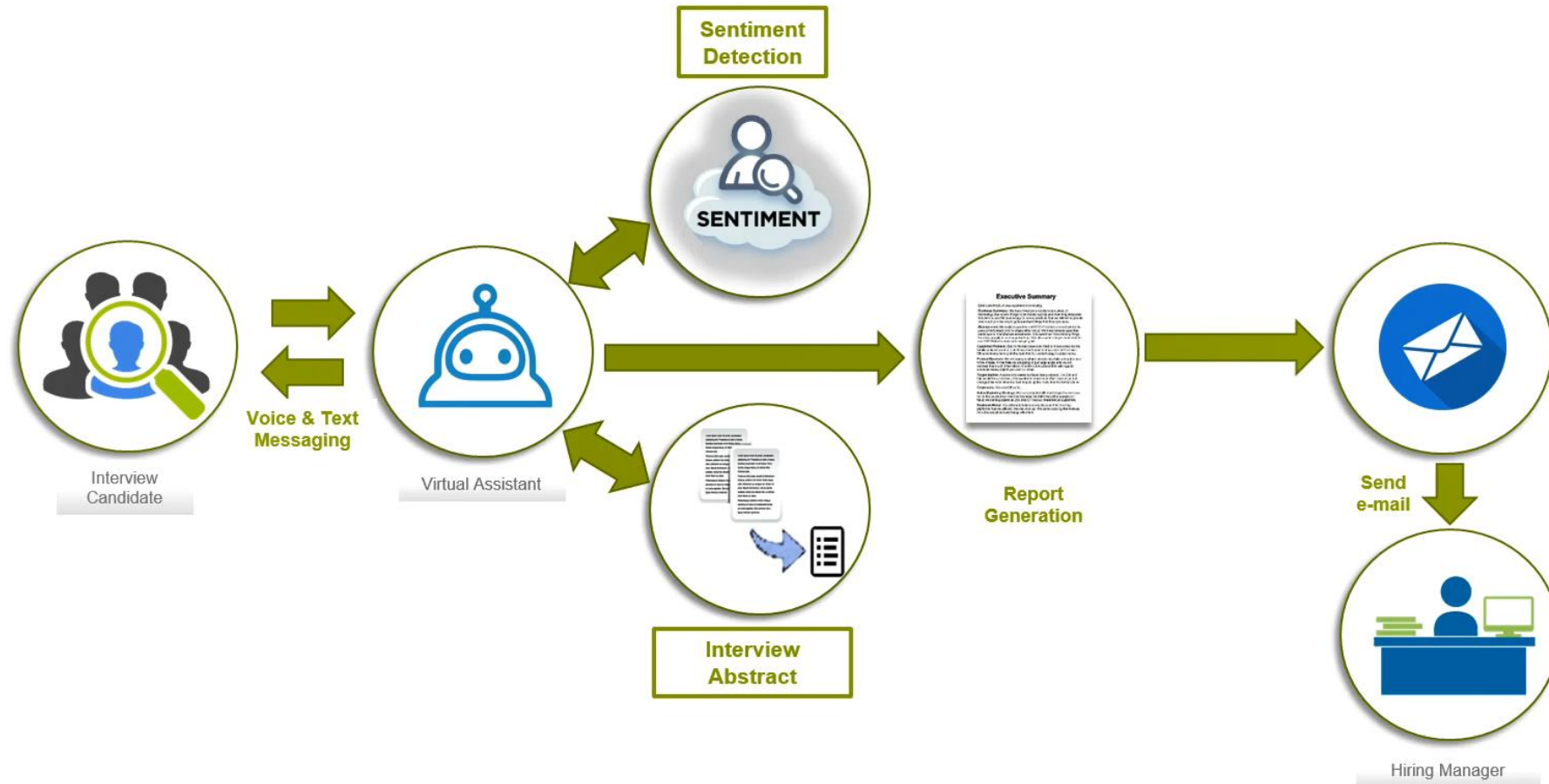
“Your career site isn’t mobile friendly.” “Your application is too long.” “Did you get my application?” “When will you let me know about your decision?” “How long will it take to get me an offer?”



How will A.I. make a difference for job seekers?

- **AI will improve the overall candidate experience.**
- **AI helps with a more transparent job search experience.**
- **AI eliminates hiring bias.**
- **AI helps to match internal employees to growth opportunities.**

Where A.I. Will Show Up in Job Search: Bots, Chat Bots, Video Interviewing, Text Interviews and Assessments



What Are Bots?



A bot (short for robot) is an automated program that runs over the Internet.

Some bots run automatically, while others on execute commands when they receive specific input.



How do ATS Bots Work?

Bots are programmed to:

- Understand job descriptions and requirements
- Screen and read resumes and social medial profiles

Bots then:

- Grade, Rank and Screen resumes
- Send top resumes to recruiters

F

FIRST LASTNAME

Construction Worker

Seattle, WA - 555-555-5555 - firstlast@email.com

Effective at using forklift's, hand trucks and pallet jacks to move merchandise. Skilled at inspecting stock, tagging product and updating computer tracking systems. Well-versed in warehouse operations, inventory audits and loading and unloading procedures.

Eligible to work for any employer in the U.S.

WORK EXPERIENCE

Construction Worker

NewCompany

January 2018 to Present

Unpacked and assembled all new merchandise using variety of power tools and lean manufacturing. Heavy Lifting. Measuring. Organize Building Materials. Read and Interpret Drawings. Safety. Supported technicians in equipment maintenance and repair. Organized Warehouse Operations.

Crew Lead

CompanyCo, Inc

July 2017 to December 2017

Trained employees so that they were well-educated in time management and the proper ways to complete their job duties. Utilized all machinery and equipment while observing various safety precautions and practices. Ensured that job tasks were completed to standards and in accordance with company guidelines. Maintained the job site on a daily basis and checked to see that all trash and refuse was removed. Completed daily forklift safety checklists. Located proper slots on storage racks and set pallets in place with forklift and pallet jack.

EDUCATION

High school or equivalent

Ged Program - NewCity, NC

April 2015 to February 2016

SKILLS

Lean Manufacturing - 1 year

Pallet Jack - 2 years

Bots – KEY WORDS for a Job Opening

Customer Liaison

DESCRIPTION: A **customer liaison** acts as a focal point for customer **problems, questions or concerns**. They coordinate with the proper company **personnel** to provide timely and accurate answers for the customers.

REQUIREMENTS: Handle complaints, communicate telephonically at times, ability to work nights and weekends.



Bots – KEY WORDS for a Resume

Description

Process deposits, transfers, withdrawals, and other transactions in accordance with established policies and procedures; must be continuously aware of fraud loss and check cashing guidelines as well as all security and transaction documentation requirements. Also responsible for the security of assigned cash which must be maintained and balanced within established guidelines. Must Champion and live the service and sales culture.

Responsibilities:

- Greets customers/prospects in the lobby, drive-thru and on the phone
- Process transactions within established policies and procedures to ensure operational excellence
- Identify and refer sales opportunities to Relationship Bankers via the GAIN needs assessment
- Compliance with all banking regulations
- Maintain supply and sale of consignment items.
- Deliver on in branch customer experience for all segments to ensure a quality customer experience-every customer every time.
- All other job duties as assigned.

Qualifications

- At least a High School Diploma, GED or Equivalent Certification
- At least six months of customer service experience
- At least six months of cash handling experience

Bots – KEY WORDS

JOB OPENINGS

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MY RESUME

Description

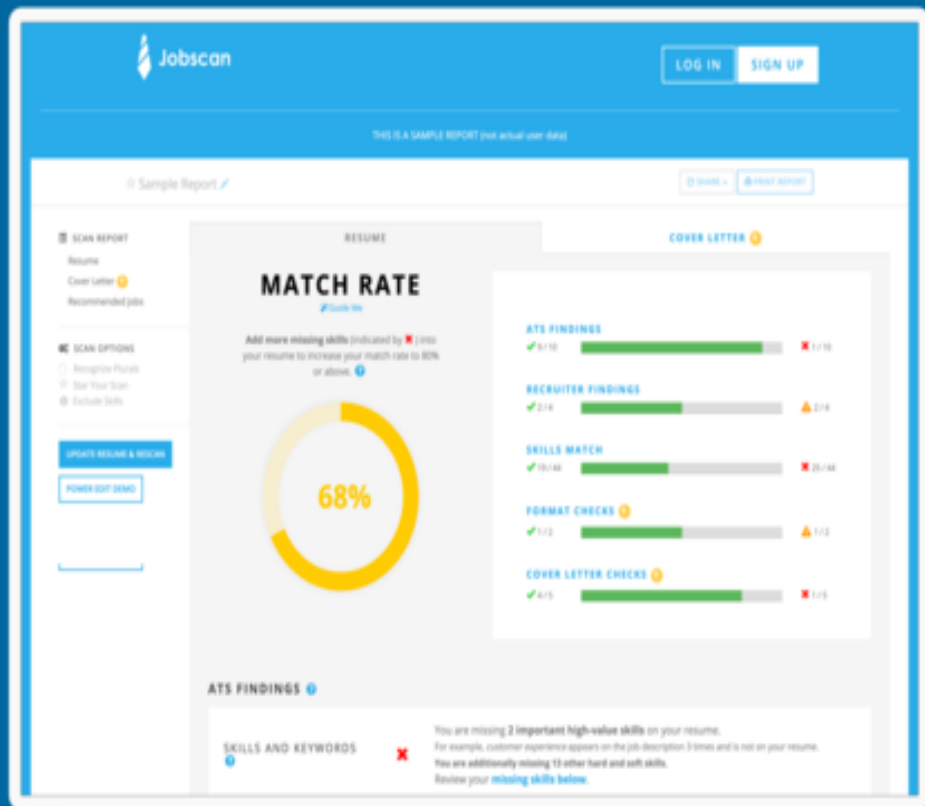
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Current



Redesigned

Bots – RESUME KEY WORDS

- **Customer Service – Customer Car- Client Services**
- **Account Manager- Account Executive- Account Representative**
- **Janitor- Maintenance- Custodian**
- **Recruiter- Staffing Manager- Talent Acquisition**
- **Receptionist- Administrative Assistant – Front Desk Clerk**
- **Help Desk- Tech Support – Help Line**

How to beat the Bots?

- **Always Customize Resume for Keywords—Don't Use “Easy Apply”**
- **Get the Resume Format Right (Word Docs, PDF-Follow Directions)**
- **Keep the Style Simple (Less is More. Few Lines, No Graphs, Shading, Pictures)**
- **Don't Leave it all up to the Bots! (Network! Referred Candidates get Interviews 2x as often as “Cold Applicants”**

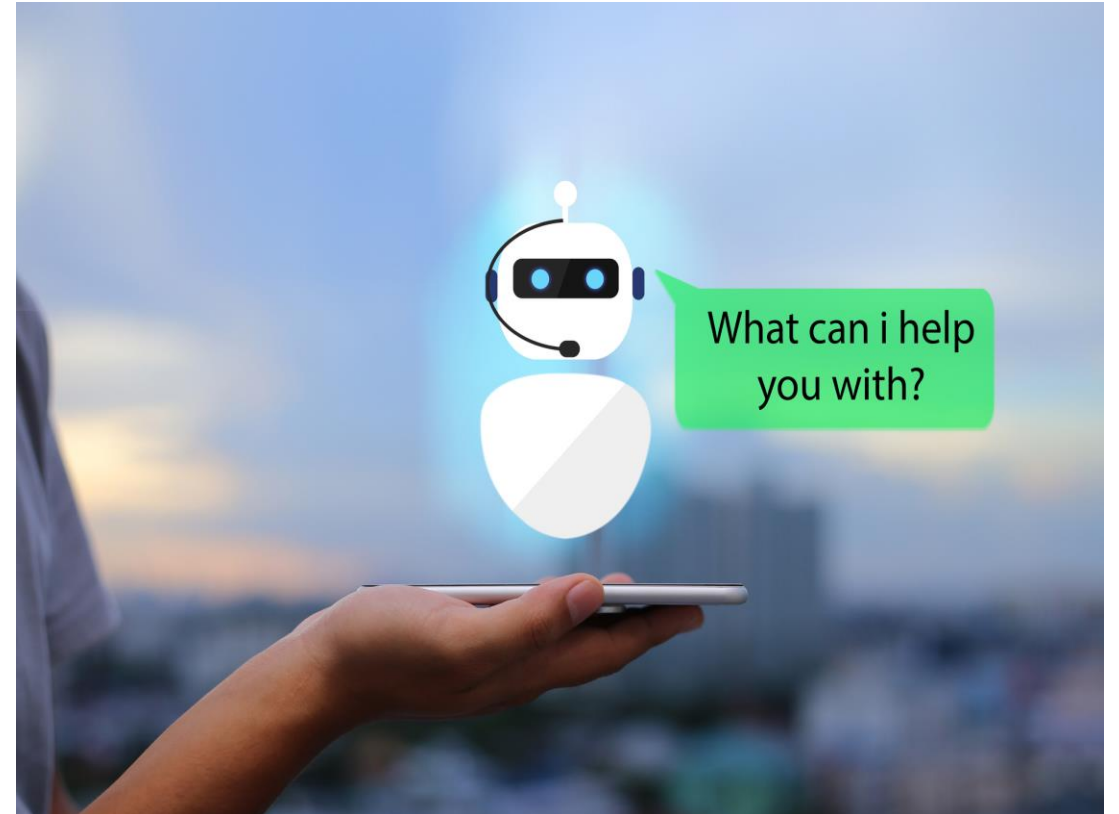
Where A.I. Will Show Up in Job Search?

Chat Bots



What is a Recruitment Chatbot?

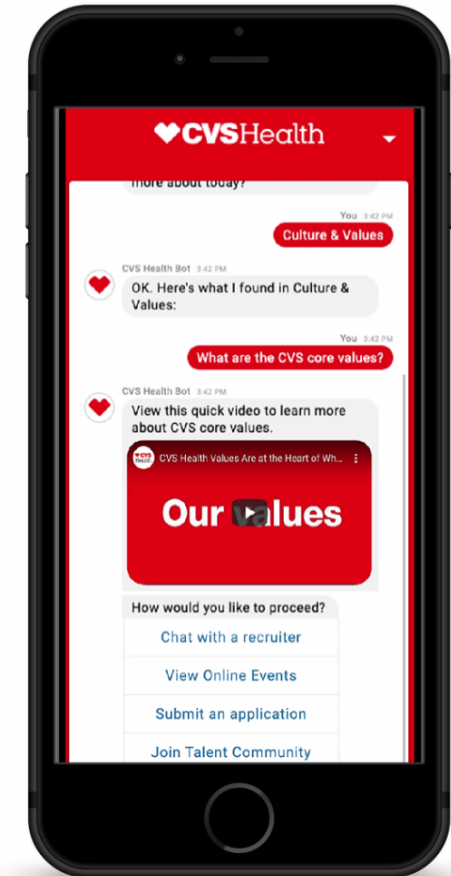
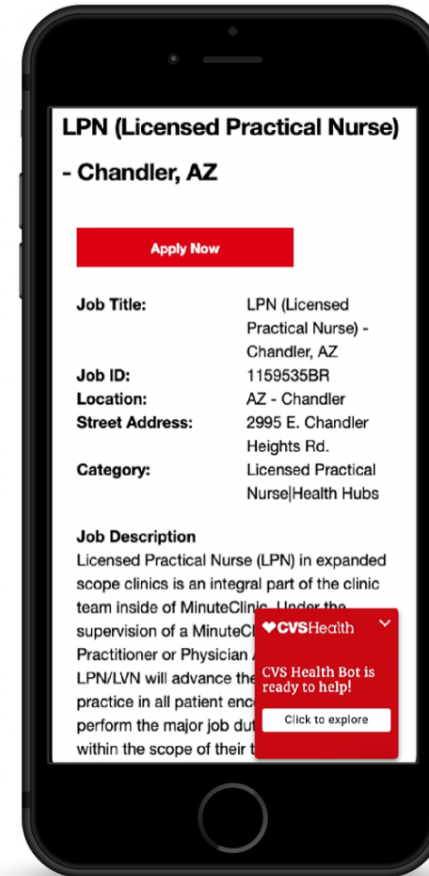
A chatbot is a type of bot that stimulates and processes human conversation allowing humans to interact with digital devices as if they were communicating with a real person. “Virtual Assistant”



Chat Bots

“Carolyn, I’d like to set you up with a few skills assessments including review of current licensure.

Would that be okay with you?”



Engage With Chat Bots: Use “Go to Profile” and “Help”



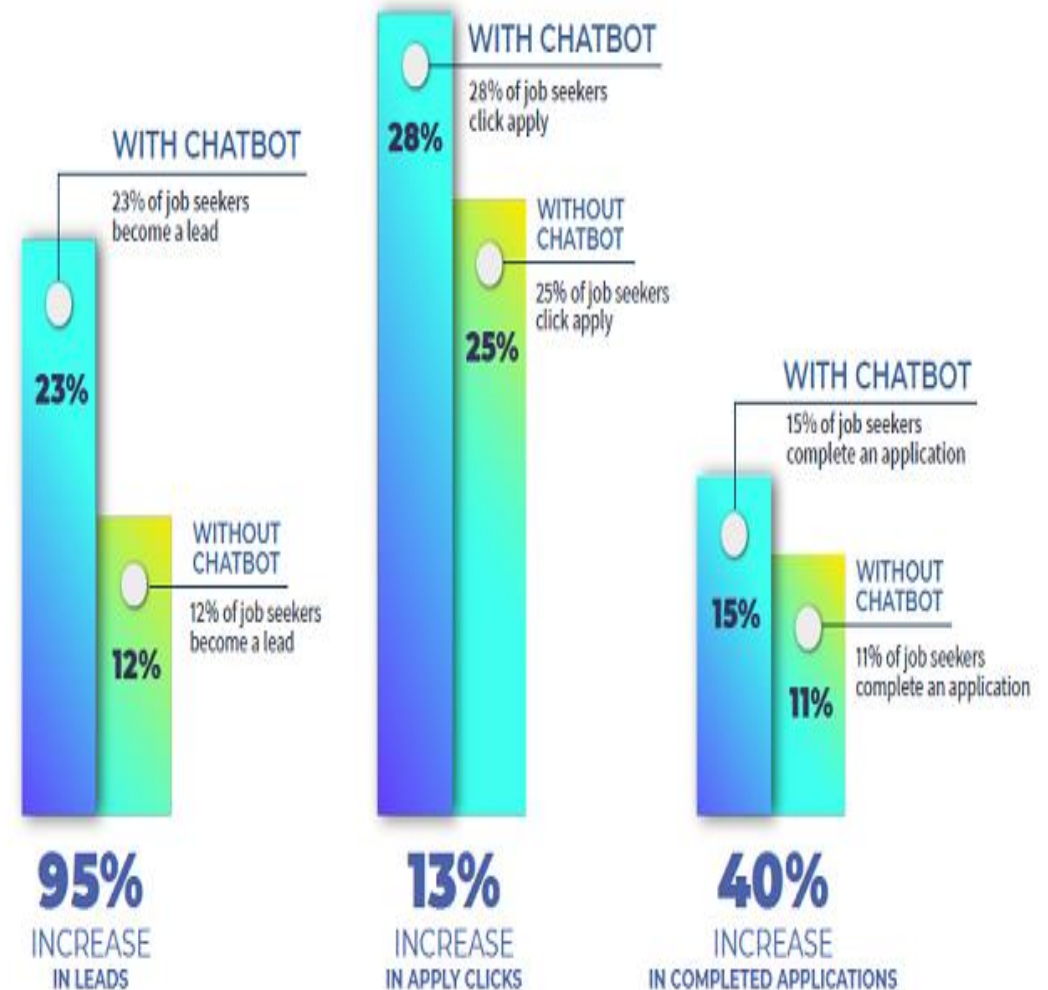
Ways Chat Bots are helpful to job seekers

Cheesecake Factory: Using bi-lingual chatbot technology guides candidates through the application process.

McDonalds': Bots will follow-up on apps 18th birthday, with an application, if they applied before.

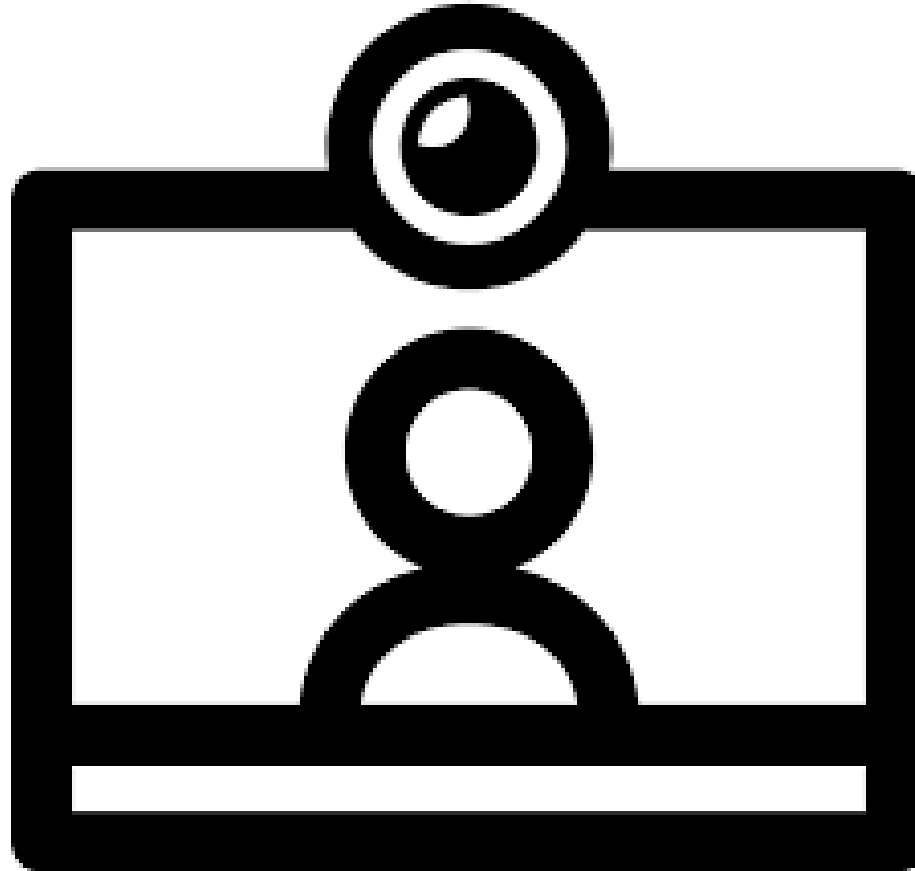
Silver Medalist: Term for candidate that finished second in interview process.

#1 Request: More communication.



Where A.I. Will Show Up in Job Search

Video Interviewing



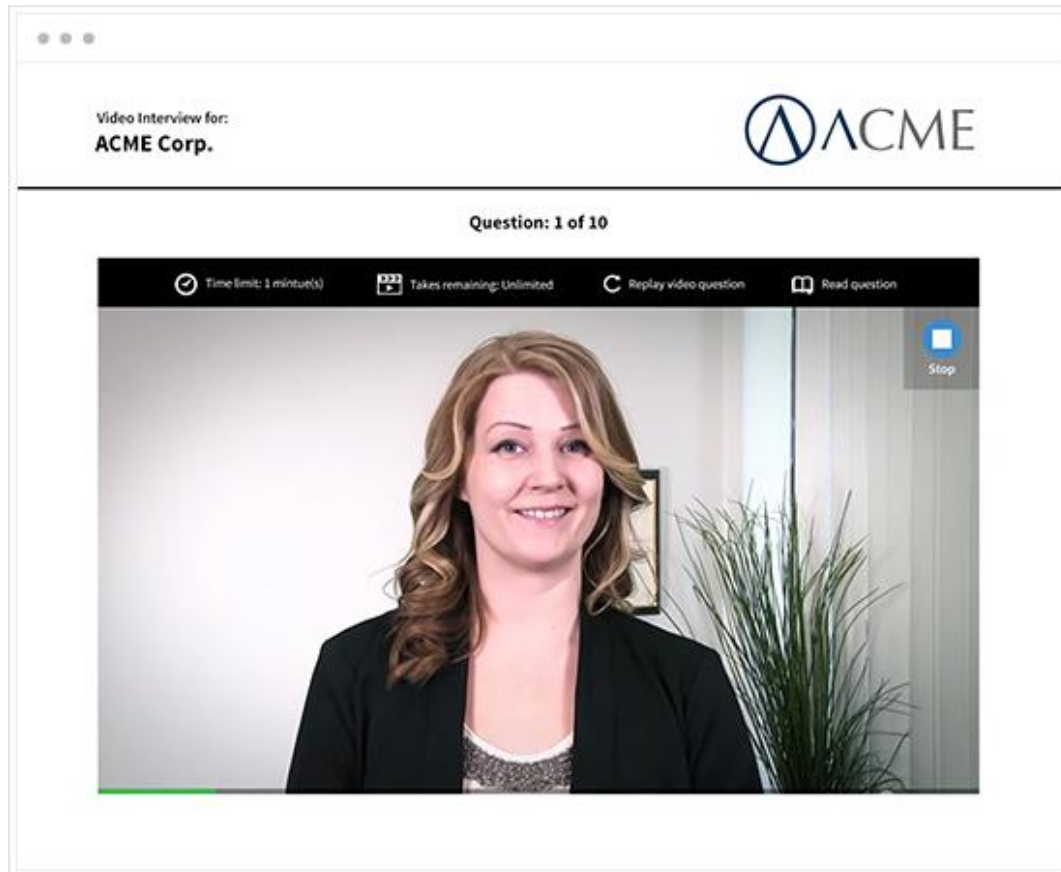
What Is A Video Interview?

“A video interview is a job interview that takes place remotely and uses video technology as the communication medium.”

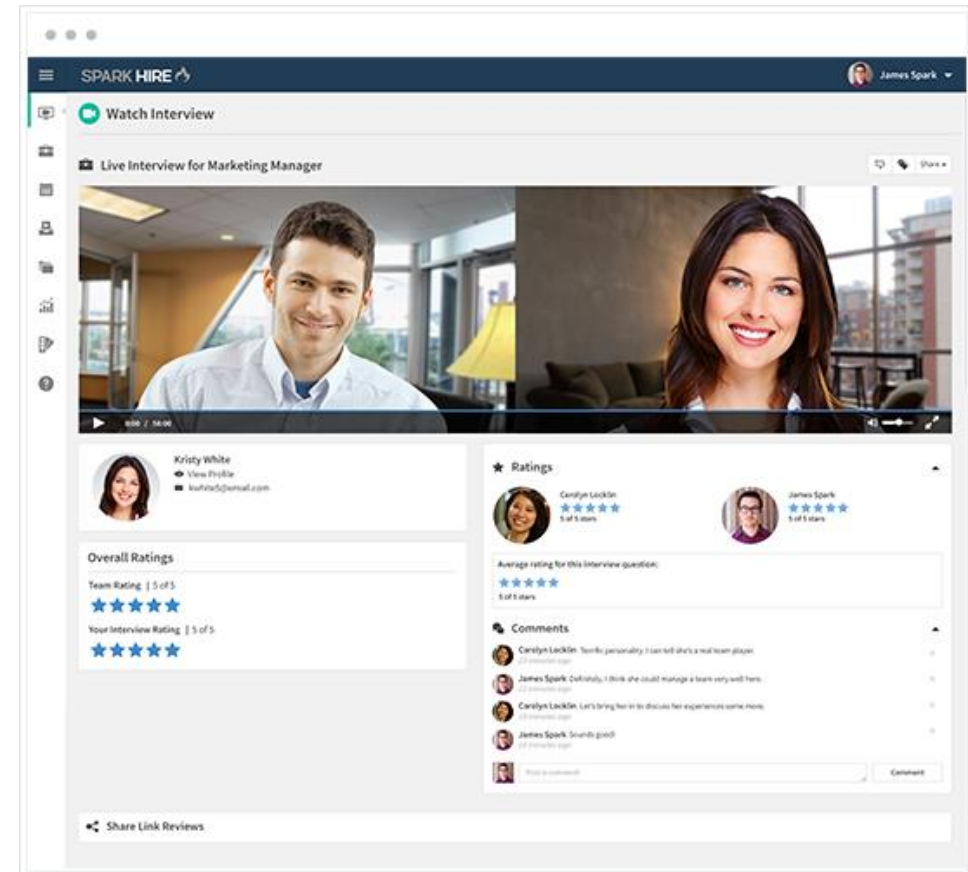


Video Interviewing Types

One-Way Video Interview

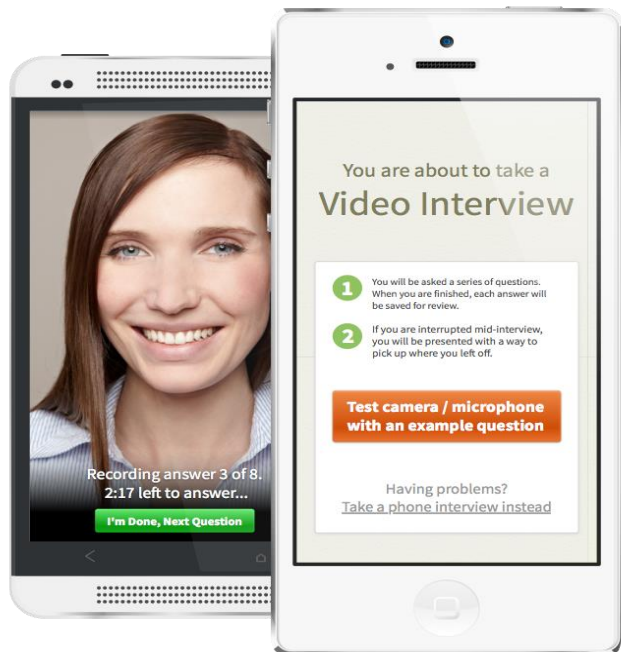


Live Video Interview



Video Interviewing

- * Mobile usage by job seekers in US is very common.
- * 58 percent of Glassdoor users today are using their phone to look for jobs.
- * Mid-career workers (35 to 44 years old) are the most likely to job search on their phones.



Video Interviewing

2 AM TV Watcher – Too Dark

After Softball Practice – Too Casual



Video Interviewing

Not Sure How to do This: Too Close



Just Not Thinking: Too Messy

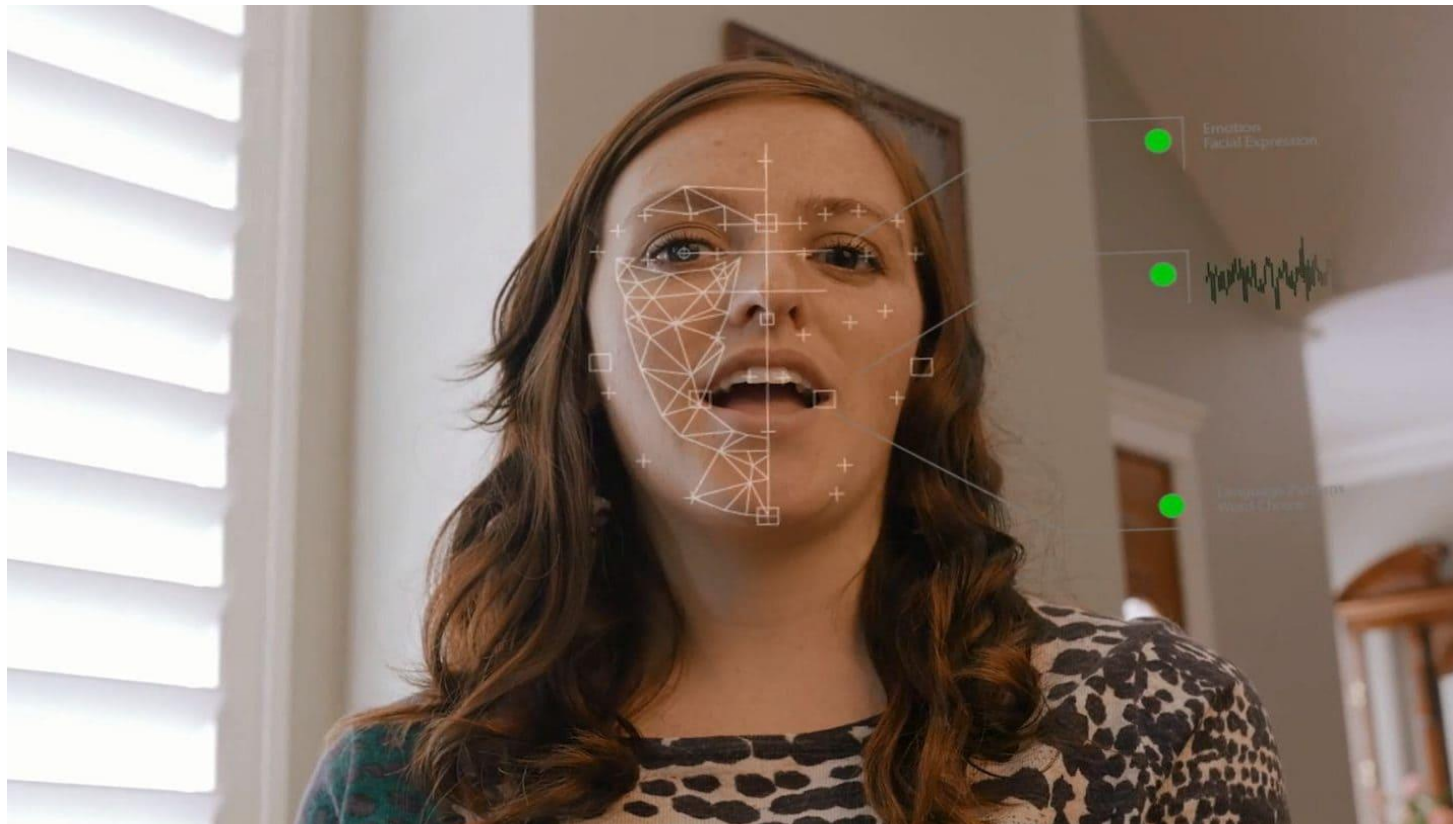


Video Interviewing: Best First Impression



Emotion Facial Expressions/Natural Language Processing

This will free up time for recruiters, and will help to eliminate unconscious bias, since technology won't have the same hardwired preconceptions as humans.

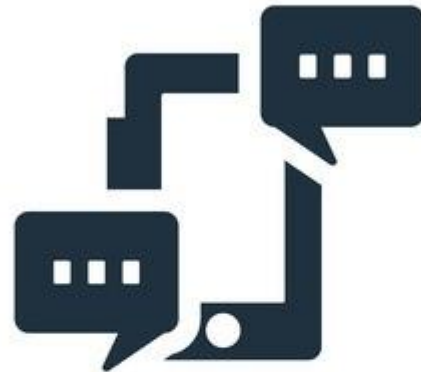


How to Prepare for Video Interviews

- **Be Concise**: Time limits on answers are usually 30 to 60 seconds
- **First Impressions**: Dress as you would for an interview
- **Lighting**: Make sure lighting is front facing and bright
- **Technology**: Make sure your technology is working properly
- **Background**: Don't have a messy background
- **No interruptions**: Ensure you will have a quiet and uninterrupted video session
- **Remember**: This is a real interview!

Where will A.I. Show Up in Job Search?

Text Interviews



INTERVIEW

Text Interviewing

What Is A Text Interview?

- **A text is a job interview that takes place via text or SMS. Many times text interviews will be with a live human, but in early stages of application may be a bot.**



INTERVIEW

Text Interviewing

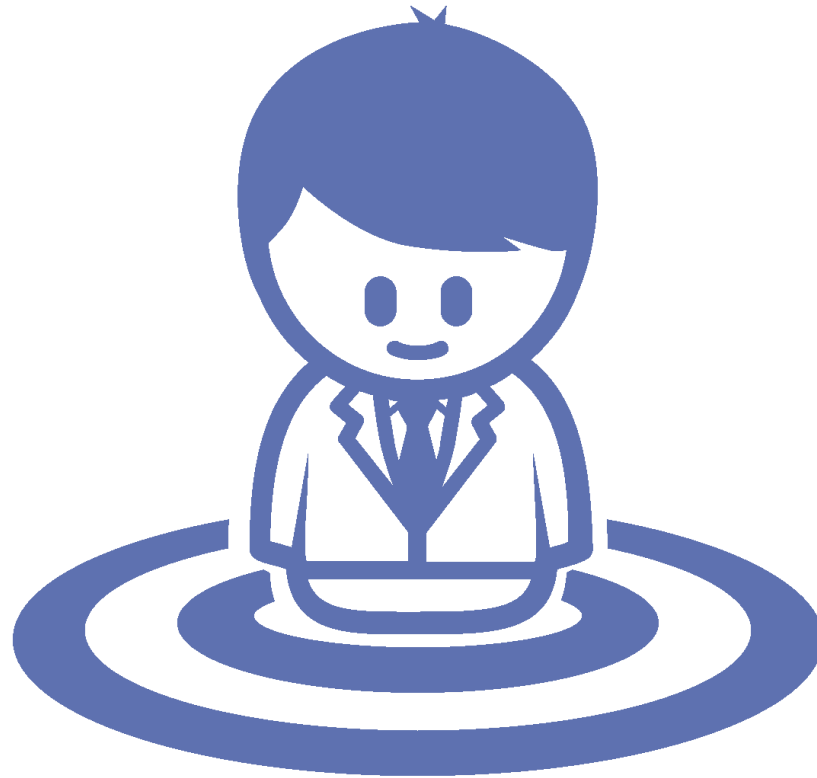


How to Prepare for Text Interviews

- Use Proper Grammar: No abbreviations
- Emotion Symbols: No Emojis
- Time: Take your time with your answers – because you can!

Where will A.I. Show Up in Job Search?

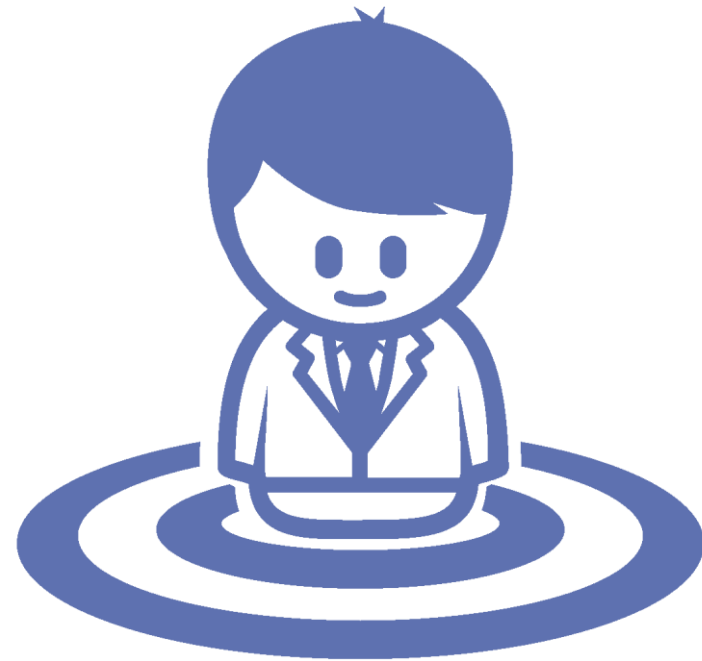
Assessments



Assessments

What is an Assessment?

- **Pre-employment Assessment:**
Uses data-driven insights to predict employee success.
- **As a customizable assessment:** It measures personality traits, behavioral and problem-solving skills and employment related skills.



Assessments

Using your video camera or smart phone:

- **Speak directly to the customer and help her through this difficult situation.**



Assessments

Virtual Job Tryout



The Virtual Job Tryout provides people with a better understanding of the role.



Based on my experience, I would gladly tell my friends about employment opportunities at MedExpress.

Artificial Intelligence

“Artificial intelligence is being applied to a variety of functions within talent acquisition, but there is some distrust of it in the market because the technology is often used in a “black box” in which users can’t see how decisions are being made.”

Artificial Intelligence

Interaction

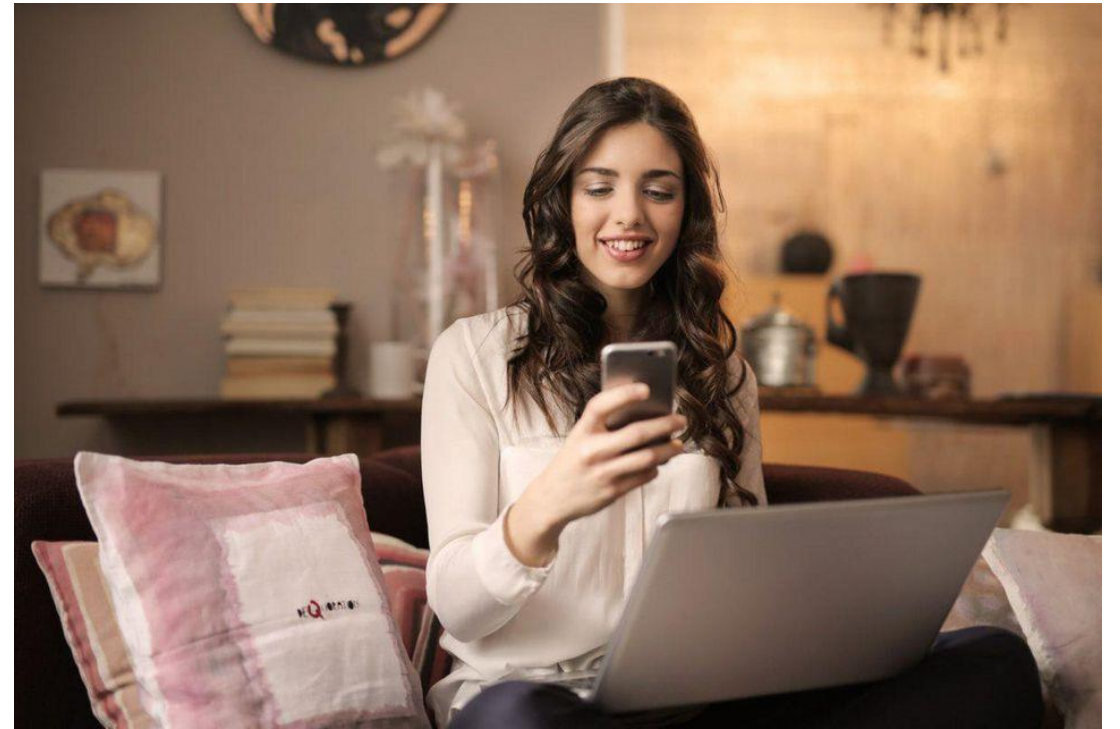
Candidates will need to get more comfortable with interacting with machines in their job search.



How can Job Seekers Best Prepare for A.I.?

Get comfortable with A.I.!

A.I. can help in a lot of ways, but only if you know how to maximize it's potential.



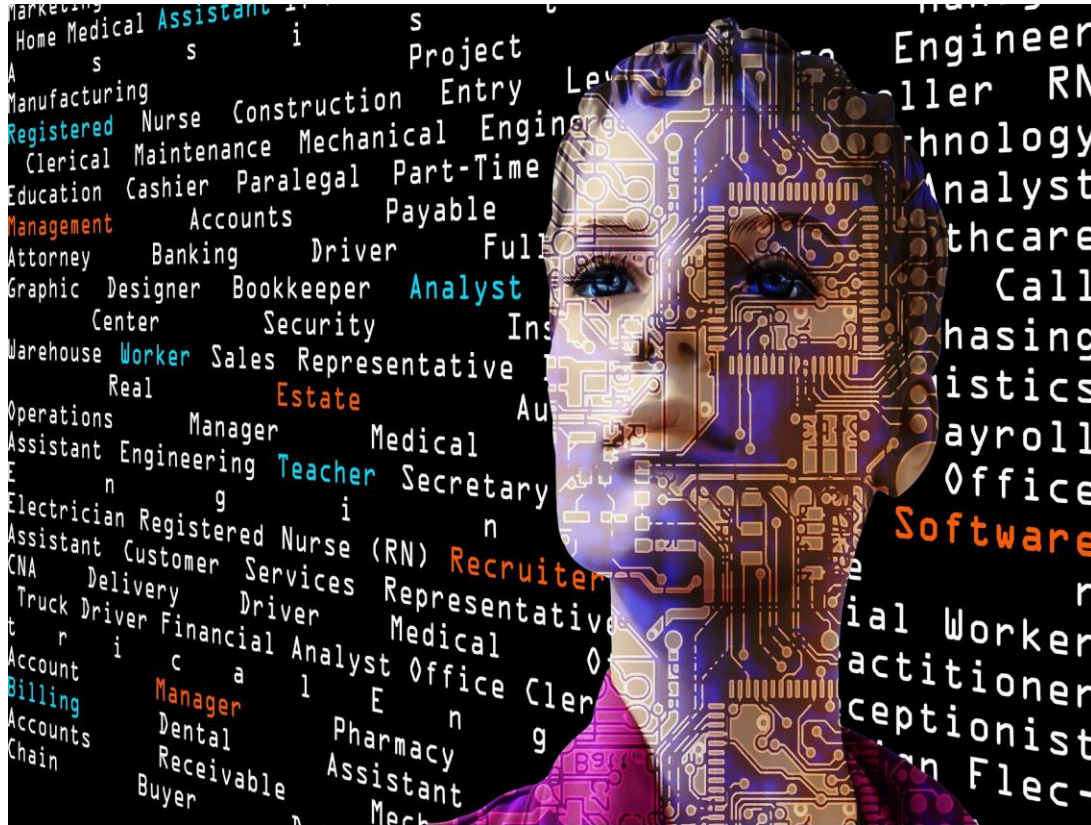
How can Job Seekers Best Prepare for A.I.?



Key Words:

- If the job description says, “Accounts Payable” then your resume can’t just say, “A.P.”

How can Job Seekers Best Prepare for A.I.?



Increase Your Exposure

- Bots are searching all over the Internet. Help them find you by being in resume databases and building social media profiles.

How can Job Seekers Best Prepare for A.I.?

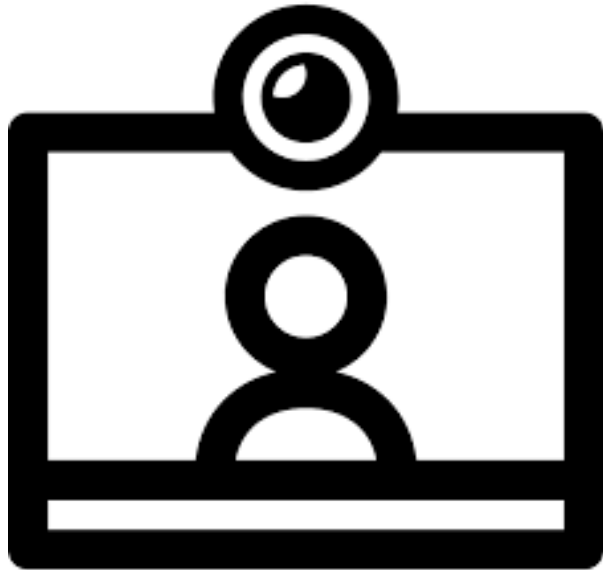
Allow Access

- Don't keep your social media and resumes private.



How can Job Seekers Best Prepare for A.I.?

**Prepare for Video Interviewing
and Chat Bots**



**Engage with Bots on your employment
sites and don't underestimate the
power of a good interview!**



How can Job Seekers Best Prepare for A.I.?

Take your time with Assessments



This process can be time consuming, but well worth your effort because of drop out rates and to prove yourself as the best candidate for the job.



THANK YOU

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