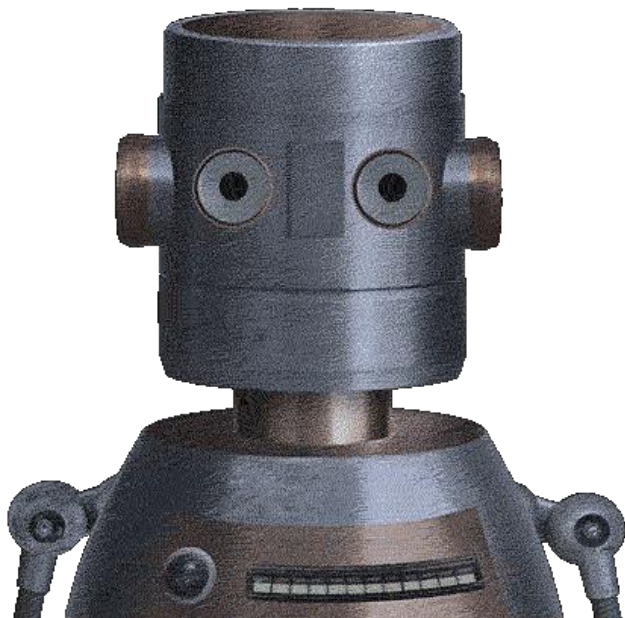


Can We Automate Being Human?



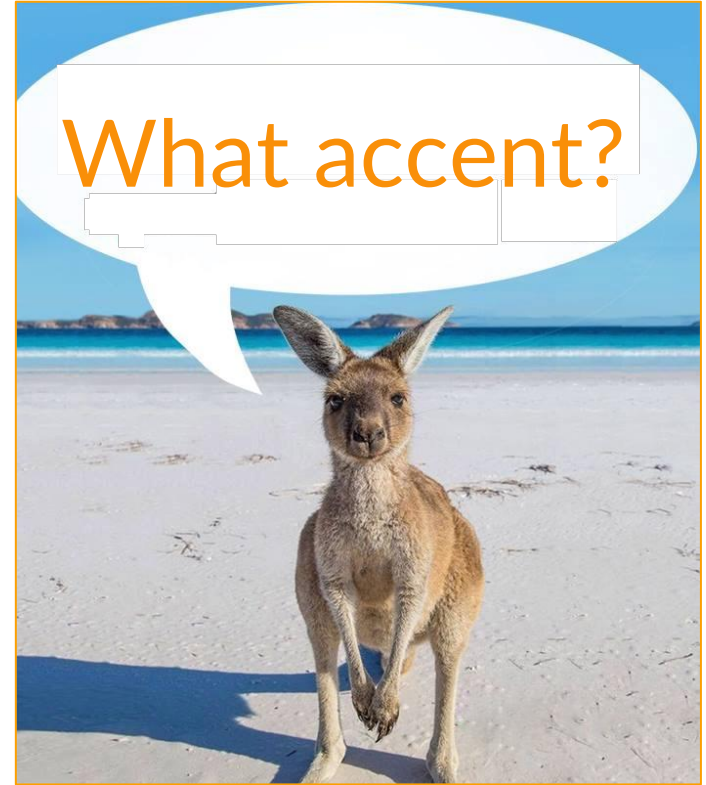
Katrina Collier

Founder | Chief Searchologist

the searchologist
✂







Do you just find people?

Do you find people & contact?

...and pass on to a recruiter?

...or woo to the end?

For those who make contact...



Why be human?

 @KatrinaMCollier
#EvolveSummit



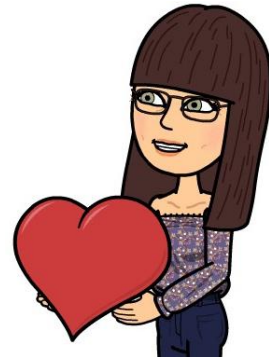
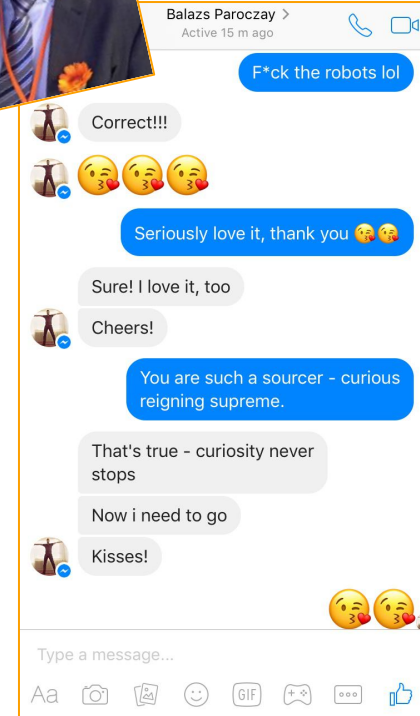
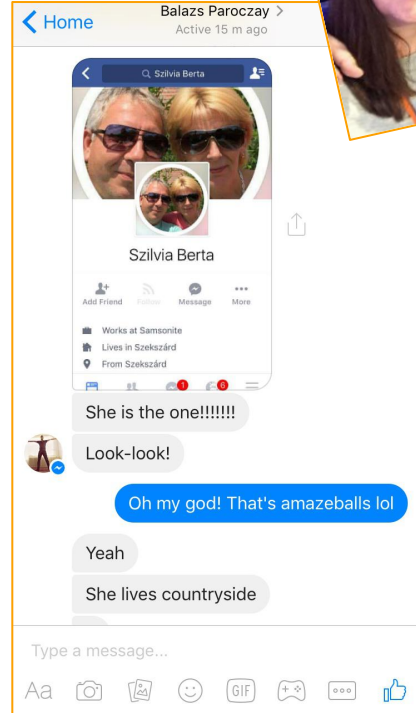
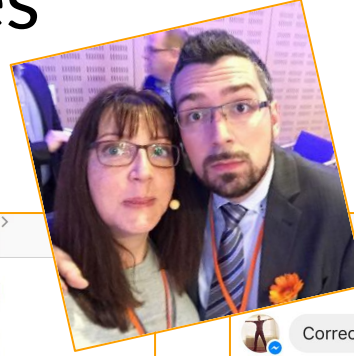
PECULIAR / pi'kju:lə

1. Being out of the ordinary
2. Different from the ordinary in a way that causes curiosity



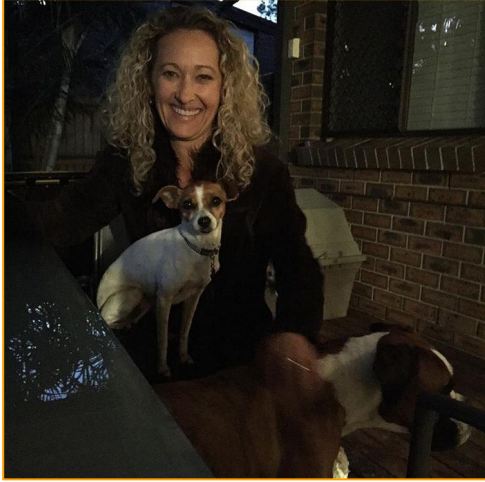
People Have Idiosyncrasies

@KatrinaMCollier
#EvolveSummit

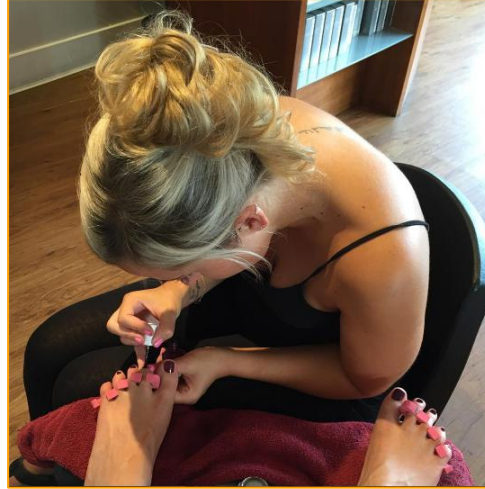


People Are Influenced

 @KatrinaMCollier
#EvolveSummit



CLINIQUE



dermalogica®



 LIZ EARLE
NATURALLY ACTIVE



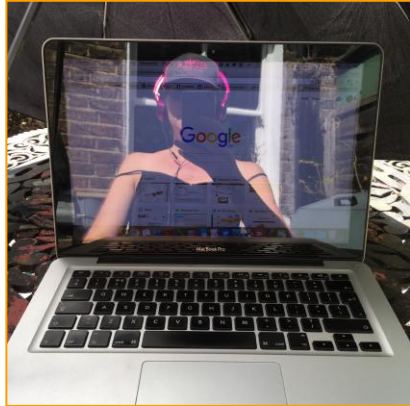
People Have Peculiar Loyalties

 @KatrinaMCollier
#EvolveSummit



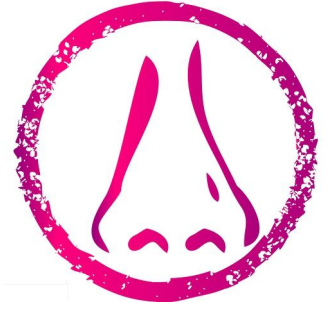
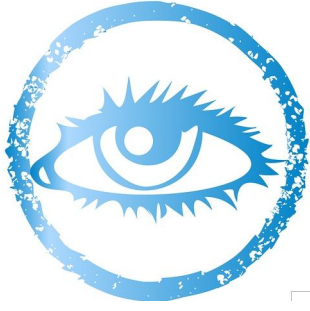
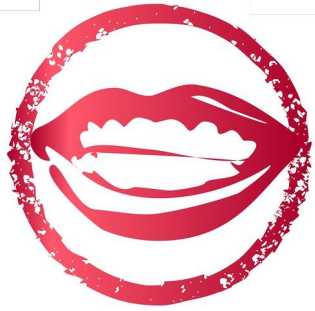
Robots Will Find...

 @KatrinaMCollier
#EvolveSummit



But The Robots Won't Find...

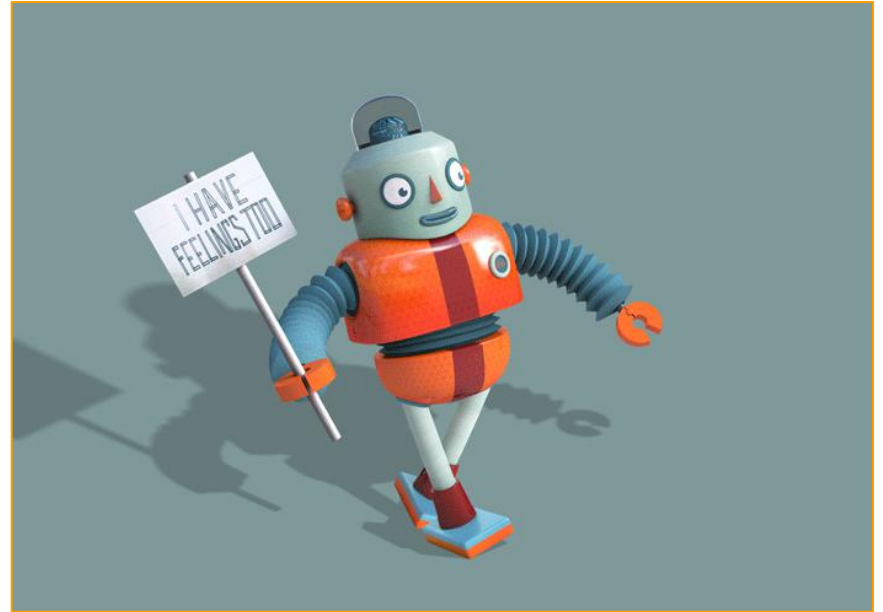
 @KatrinaMCollier
#EvolveSummit



What is peculiar about you
that AI won't find?

EMOTION / /i'məʊʃ(ə)n/

1. Feelings derived from circumstances, mood, or relationships.
2. Instinctive or intuitive feelings.



Please Stand Up!

(Yes, even you cool kids in the back)



How did that make you feel?

(Shout it out)

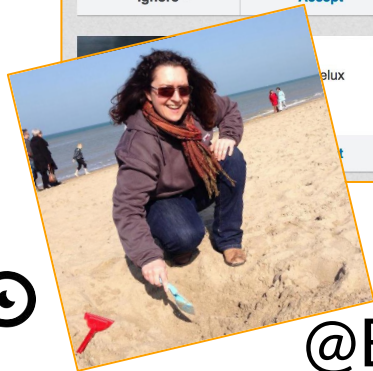
Random Invites

 @KatrinaMCollier
#EvolveSummit

 Pending invitations (150)

 Anita Kovács Corporate assistant 👤 2	 MICHAEL BROWN-VAN DER SWALUW Transport Consultant at 👤 10
Ignore Accept	Ignore Accept
 Evgeny V. Supply Chain/Procurement 👤 2	 Karen van Velzen Project Manager at Liberty Global 👤 4
Ignore Accept	Ignore Accept
 Tushar Gupta US Executive Recruiter VBeyond Corporation 👤 1	 Eugen Ukaj Project Leader & ScrumMaster® at OSRAM 👤 8
Ignore Accept	Ignore Accept
 Joyce Barsotti Cunha Entrepreneur, Business and Education Management 👤 2	
Ignore Accept	

 Ron Verhaar Niet meer beschikbaar 06-34923194 👤 54	 Timo de Waal Accountmanager Private Banking/Executive Desk 👤 3	 Bert Dros Proces-Operator
Ignore Accept	Ignore Accept	Ignore Accept
 Vincent Dev Engineer Infra at ING Bank 👤 7	 Malgorzata Jankowska -- 👤 44	 Piyush Jain International trade and Management/Strategy 👤 5
Ignore Accept	Ignore Accept	Ignore Accept
 Danielle Marcondes HR Business Partner, Organizational Development 👤 3	 Huib Jan Verhoef +31 611022006 Manager Walters People 👤 21	 Branko Markovic Experienced Sales, Business Development & 👤 5
Ignore Accept	Ignore Accept	Ignore Accept
 José Couto A Senior IT Consultant who exceeds objectives through 👤 13	 Laurence Breyer Human Resources Intern at L'Oréal 👤 3	 CHRISTIAN GUIOT Responsable Qualité Sécurité R&D chez 👤 1
Ignore Accept	Ignore Accept	Ignore Accept
 Touraj Ebrahimi Senior Java Developer at Mapfa 👤 27	 Mohamed Sarhan Product Development Leader at The Kraft Heinz 👤 9	 Dev Rao Making Executive Search & Recruitment business 👤 3
Ignore Accept	Ignore Accept	Ignore Accept



@Bianca Eder





Bertie Jenner

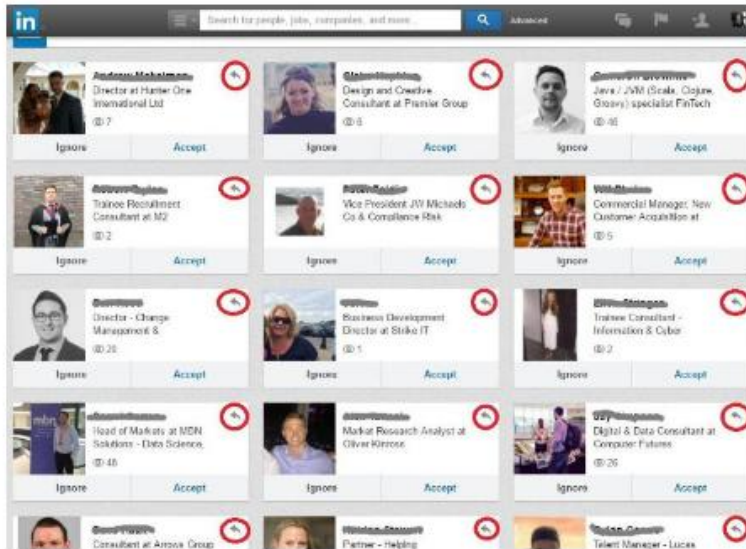
Head of Recruitment at Zopa - We're hiring a lot!
22h

It's not for me to tell other recruiters how to do their job. But, I can tell you how I work, and how best to communicate with me.

If I'm sent an invite from a recruiter that I don't know, without even a message attached to explain who they are or why they're connecting with me, it's guaranteed that I won't accept it.

If you attach a message, I can promise you that at the very least I will read your note, and there's a chance I will accept your invitation.

Bear in mind that you're not the only random person trying to connect with people on LinkedIn...



199 Likes • 70 Comments

- LinkedIn is about expanding your network and business connections, it isn't about not knowing or knowing someone, that's what Facebook is for.
Like Reply 6 Likes
- I mean this in the nicest way possible, but how can you publicly shame so many recruiters when you've had 9 jobs in 10 years?
Like Reply 26 Likes
- 'If you attach a message, I can promise you that at the very least I will read your note, and there's a chance I will accept your invitation.' pretty big of you Bertie. If you have another post in the future I can promise you that I won't read it #self-importance
Like Reply 8 Likes



Rude.



First impressions

New InMail message

To

Jo Malone

Tristan McLaughlin

+19 more

21/16999
InMail credits

Dana Hawkins

Dana Harris

+2 more

 Free InMail

Recipients will be contacted through InMail

 Email

Would you be interested in chatting?

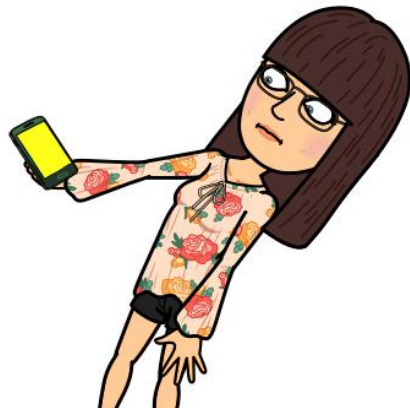
Hi [First Name], ▾

I am currently working with a _____ team looking for an exceptional _____ and I noticed you have great design experience. _____ from _____ are always the best.

The organization is growing fast, and we are finding that there is increasing demand from their clients to make _____ more engaging and exciting.

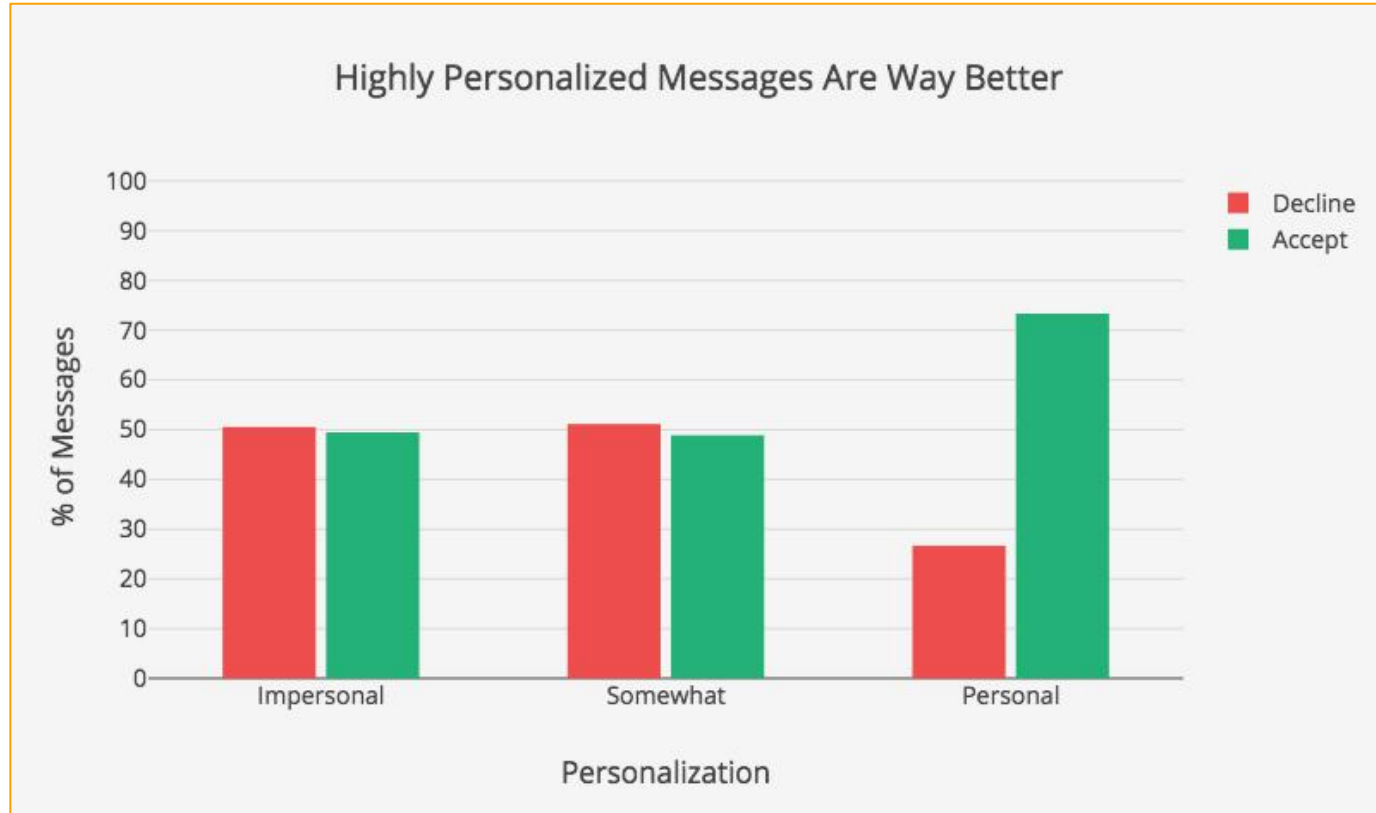
I understand that you run a very busy schedule -- if this sounds interesting, please share 2-3 times that could work for you to meet this or next week.

Kind regards,
Karina



What's in it for me?

 @KatrinaMCollier
#EvolveSummit



TL;DR

@KatrinaMCollier
#EvolveSummit

From: [redacted]
Sent: Wednesday, February 01, 2017 11:46 PM
To: Mike Astringer <mike@mikeastringer.com>
Subject: Hybrid CTO/Hands-on Developer opportunity in Philadelphia,PA

Hi Mike,

I am reaching out because I came across your profile on LinkedIn and thought you would be a good fit for the opportunity I am working on in Philadelphia, PA. This opportunity is for a CTO/Lead Developer for a fast-growing sports marketing company.

The most important skills they are looking for are experience in Ruby on Rails (every application must be built with Ruby on Rails), excellent communication skills, and management experience in a plus.

If this is an opportunity you would be interested in hearing more about, please send me the best contact information you have at to discuss the opportunity further.

E-mail: [redacted]

Thank you! I look forward to speaking with you!

Best,
Kate



From: Mike Astringer [<mailto:mike@mikeastringer.com>]
Sent: Thursday, February 02, 2017 9:54 AM
To: [redacted]
Subject: RE: Hybrid CTO/Hands-on Developer opportunity in Philadelphia,PA

Clearly you came across my profile but didn't read it.

From: [redacted]
Sent: Thursday, February 02, 2017 10:37 AM
To: Mike Astringer <mike@mikeastringer.com>
Subject: RE: Hybrid CTO/Hands-on Developer opportunity in Philadelphia,PA

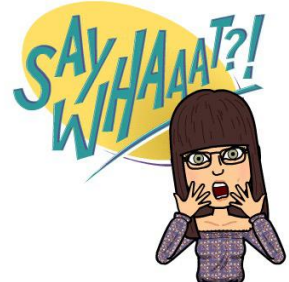
Never hurts to ask!



Kind Regards,
Kate



@MikeAstringer



Ouch...

 @KatrinaMCollier
#EvolveSummit

Hi,

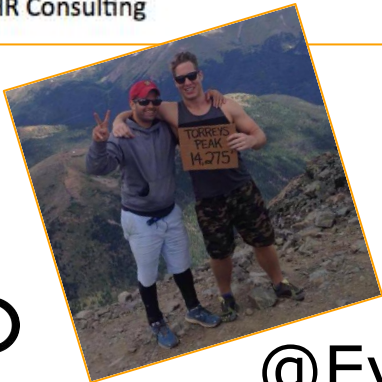
We acknowledge receipt of your resume and application for a position for Interim HR Consulting and sincerely appreciate your interest.

We will be reviewing your resume and qualifications.
Qualified candidates will receive an email for a phone interview.

Please visit our career page for more exciting opportunities at:

Thank you,

Interim HR Consulting



@EvanFHerman

Omg. I'm so lucky

----- Forwarded message -----

Date: Apr 11, 2016 10:24 AM

Subject: A Great Company is Interested in You

Hello,

We thought you would be a terrific fit for this opportunity
[Housekeeper - Room Attendant - Cleaning Services](#) at A Great
Company, who is always looking for exceptional talent such as
yourself to join their team.

Please [click here](#) or the button below for the details.

[View Job](#)

Algorithms Make Mistakes

 @KatrinaMCollier
#EvolveSummit

★★★★★ ▼ Piece of s*** Human resources

None (Former Employee) – London – 5 December 2015

I applied as a beauty stylist ,they rejected my application on the spot in a few hours. I have been working in retail for two years. must human resources really is looking for god knows what !!!!!

Pros

None

Cons

Everything

Was this review helpful?

↑ Yes - 37

↓ No - 27



Benjamin Lipsman

@blipsman

Follow



LOL... when a recruiter apparently emails you a job listing because your street name matches one of the requirement terms
#RecruiterFail

7:27 PM - 14 Aug 2017

2 Retweets 1 Like



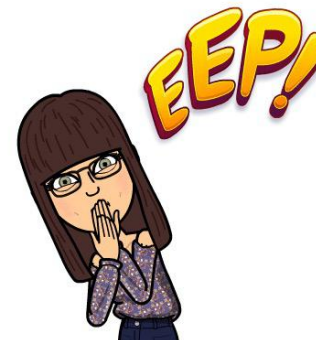
2



2

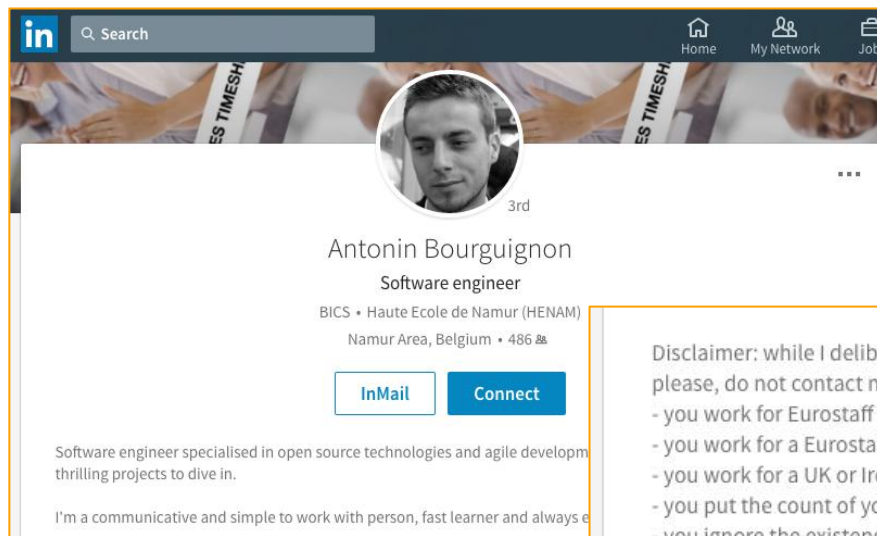


1



When you're not human

 @KatrinaMCollier
#EvolveSummit



Disclaimer: while I deliberately put a handful of hiring-buzzwords in this intro to keep it vaguely recruiter-compliant, please, do not contact me if

- you work for Eurostaff Group
- you work for a Eurostaff Group-like recruitment company
- you work for a UK or Ireland based recruitment company
- you put the count of your LinkedIn connections directly in your name or job title
- you ignore the existence of the "Include a personal note" field when you add a LinkedIn connection (NO COLD CALL -- If you cold call me on LinkedIn I will block and report you as spam)
- you are planning on telling me that Java and Javascript are more or less the same
- you consider using SCRUM to be a necessary and sufficient condition to turn any company into a trendy startup full of bleeding edge technologies
- your recruitment process involves taking half a day off to fill in a pointless personality test (Myers-Briggs style) or to read you my CV line by line
- you value "fresh fruits and great colleagues" around a third of a gross salary

Thanks ! [See less](#)



Please Stand Up!

(Again? Yep & it will be worth it!)



How did that make you feel?

(Shout it out)



Tim Rigby

Technical Recruiter at Smart Moves

Recruitment

 Mark Hopkins and 8 others

Hi Cameron, I came across your profile after you commented on Mark Hopkins' article. Just wanted to say that I enjoyed reading your blogs. Oh, and I like Arctic Monkeys too.

See less

[Reply to Tim](#)

Ignore

Accept

AWWWWW



Subject: I dig the Batman photo

 @KatrinaMCollier
#EvolveSummit

Will,

I hope this finds you well. I wanted to speak with you about a potential opportunity for you here at comScore. I'm looking forward to getting in a little Batman/Superman movie time in the near future.

But I digress... we're working on bringing some new products to life in the programmatic space, and we need someone with some strong chops in the Ad & Digital space to help us make that a reality.

Given the experience you have with _____ on the Ad Tech platform, I think you might be able to help us get there. I'd love to talk with you about what we're doing, and see if you might have some interest. We're not curing cancer, but we're affecting billions of dollars that are spent in the Ad arena each month.

Let me know if you'd be open to having a chat.

Thanks, Pete Radloff



To: Radloff, Pete

Subject: Re: I dig the Batman photo

Hi Pete,

Thanks for reaching out. Nice job on the Googling - I had forgotten about that photo =)

To be transparent, I'm fairly happy at _____ and probably unlikely to want to move to comScore at this time. But it never hurts to chat and am always glad to do a 30 minute call some day if you're up for it.



@PJRadloff



the searchologist

1 Talk To The Searchologist

Quick Chat
20 minutes

A Conversation
30 minutes

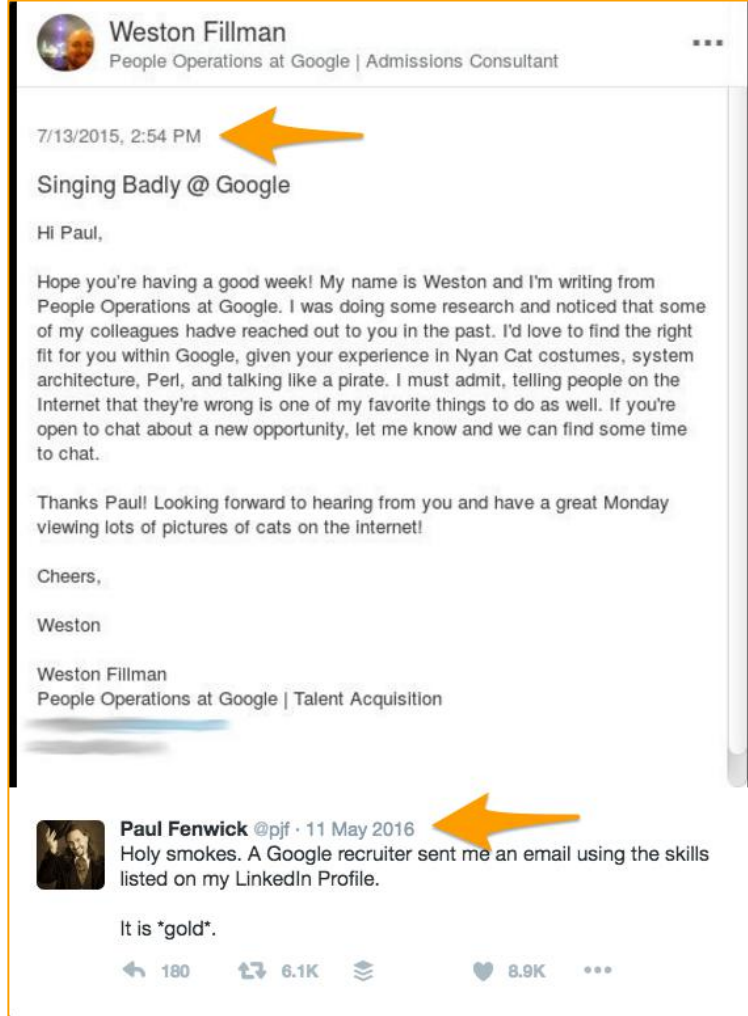
2 Your Information

3 Confirmation

Powered by [Acuity Scheduling](#)



Use The Right Channel!



@KatrinaMCollier
#EvolveSummit

Use The Right Language!



@JimStroud



EMOJI TRANSLATOR / SPECIALIST

An exciting opportunity to join the UK's leading translation firm as our first **Emoji Translator**.

 is a dynamic language firm, **based in the City of London**, looking for the right person to help us meet the translation challenges posed by the world's fastest-growing language.

The successful candidate will join our global network of over 3,000 linguists, with expertise in over 200 languages – as its first dedicated expert in this rapidly evolving form of international communication.

As the UK's top translation firm, we stay constantly abreast of the latest language trends, in the service of ever-changing client needs – but feel that the accelerating pace of change in this burgeoning area now demands a specialist focus.

Emoji translation is itself an emerging field – but one dominated to date by software, which is often insensitive to the many cultural differences in usage and interpretation. We are therefore seeking an exceptional individual to provide the human touch needed where translation software is inadequate – and to help us become the go-to translation experts in this area.

In the absence of any native speakers, the successful candidate should be able to demonstrate a passion for emojis, combined with cutting-edge knowledge and awareness of areas of confusion and cultural/international differences. A practical test of emoji knowledge/skills may be given.



lol wat?



Keith Broni

Emoji researcher and interpreter

Today Translations' global search to find the world's first emoji researcher and interpreter led us to Keith, an emoji expert with a solid grounding in both IT and Psychology.

READ MORE: [The search for the world's first emoji translator](#)

Born and raised in Ireland, Keith recently graduated from University College London with an MSc in Business Psychology. There his research focused on emoji's growing presence in consumer marketing, culminating in his dissertation, entitled "(👉👈) ↔️ (💖👉👈) soon (👉👈)?: An assessment of Emoji as a source of Emotional Contagion manifesting in Emotional Brand Attachment and Brand Personality Appeal." Keith was also the organiser of Europe's first 'Emoji Spelling Bee.'

If you're interested in finding out more information on [emoji translation](#), or even [the history of emojis](#), please don't hesitate to [get in touch](#).



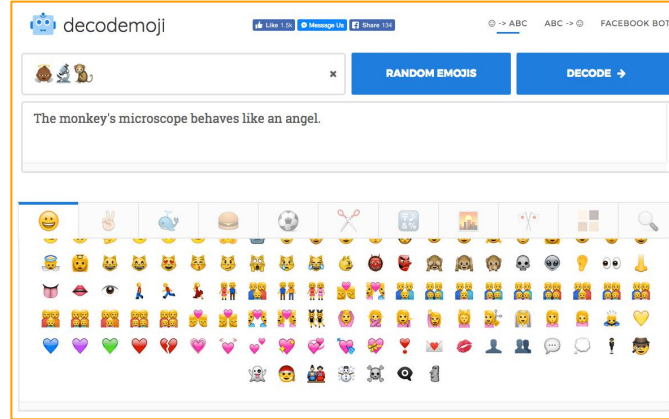
 Facebook

 LinkedIn

 Twitter

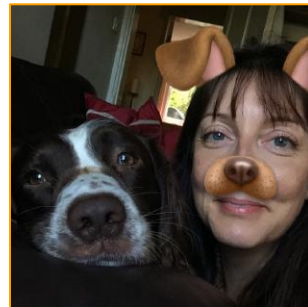


Is technology taking us
forwards or backwards?



It takes more than tech to be #BeHuman

Děkuji



Katrina Collier

katrina@thesearchologist.com

+447917880711 | Skype: katrina.collier

the searchologist



Social Recruiting & Candidate Engagement Training | Onsite & Online