

Breaking Your LinkedIn Addiction



Discussion Led By: Ryan Stene

Our Journey

- About me
- Current Market Conditions
- Tools that your company should invest in
- Tactics to Implement Today

About Me

- Started with Best Buy in July 2015
- Talent Acquisition Capability Manager
- 13 years of Talent Acquisition/Project Management and Marketing experience
- Passion for Recruiting Productivity, Branding, Social Media and Recruiting Technology
- My top 5: Strategic, Significance, Maximizer, Futuristic, Command



Some of My Influencers

[Johnny Campbell](#)



[Stacy Zapar](#)



[Glen Cathey](#)



[Todd Davis](#)



Best Buy

- Founded in 1966 (as Sound of Music)
- Celebrated 50 year anniversary in August 2016
- Fortune #71 (#3 out 17 in Minnesota)
- Additional Brands (Geek Squad, Pacific Sales, Magnolia and BBY Mobile)
- Exclusive Brands (Insignia, RocketFish, Dynex, Modal and Platinum)
- More than 70% of the US population lives within 15 minutes of a BBY store
- Operate in US, Mexico and Canada

Evolution of Sourcing with Technology

Traditional Sourcing

Sourcing Supported by Technology



Segregated/stand-alone



Integrated with various systems



Local focus and delivery



Global reach and capabilities



Single media



Uses multimedia



Recruiters work in silos



Enables collaboration



Time-consuming
manual process



Improves recruiting efficiency



Limited availability of data



Business intelligence
through data analytics

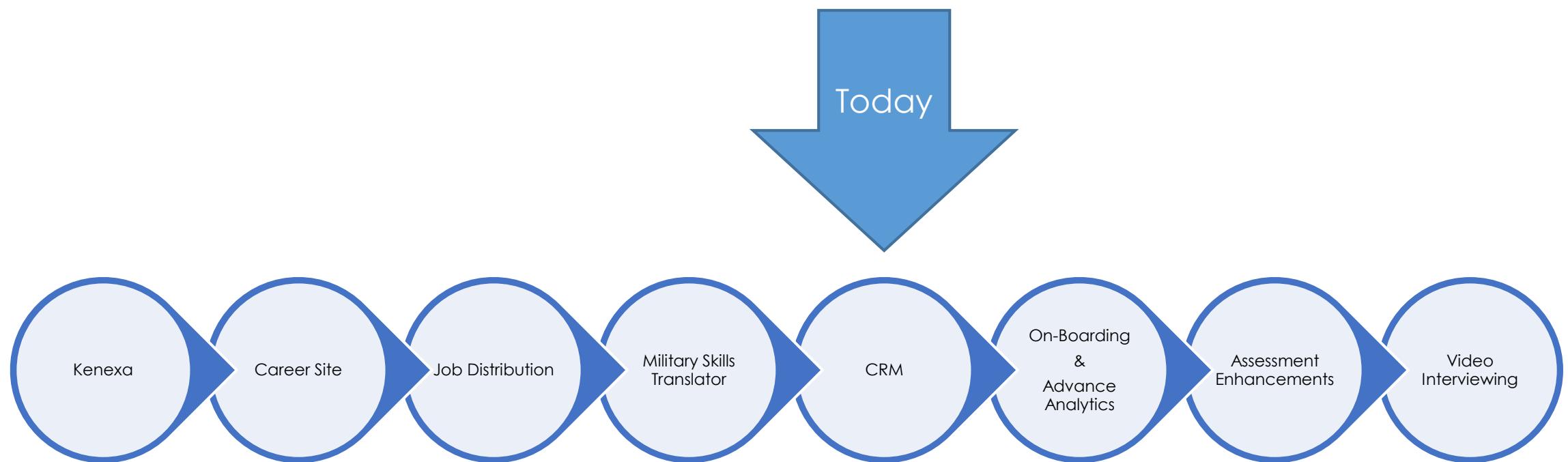


Limited access to
candidate information



Comprehensive candidate profiles

Technology Roadmap



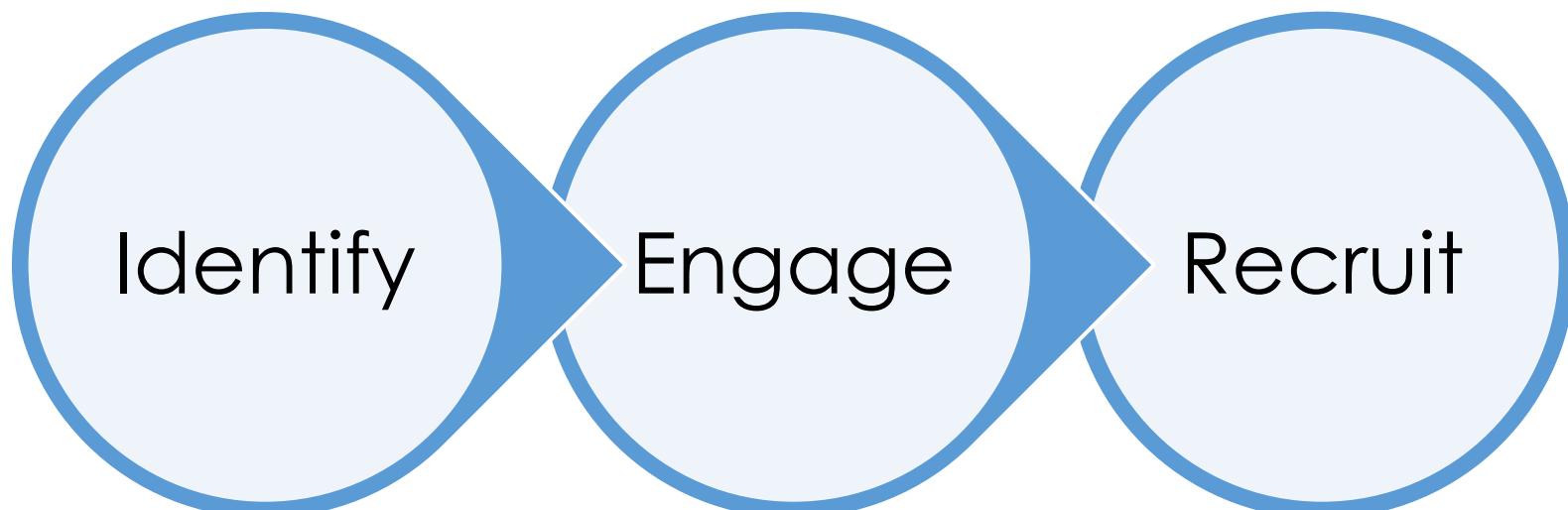
Market Conditions

- 227,000 new jobs added last month
- Minnesota unemployment levels off at 3.7%
- Median Household Income at \$63,488 compared to \$55,775 in the US

Our Job Is Tougher

- The average resume, once submitted to an organization, spends 37% of the hiring process with the hiring manager
- Average time to fill is up to 34 days
- 80% of recruiters think they have a “high” to “very high” understanding of the jobs for which they recruit.
- 61% of Hiring Managers say that recruiters have, at best, a “low” to “moderate understanding” of the jobs for which they recruit.

Our Philosophy



Data Tools

- Zoom Info
 - DataUSA.IO
 - WantedAnalytics / CEB
 - Statista.com



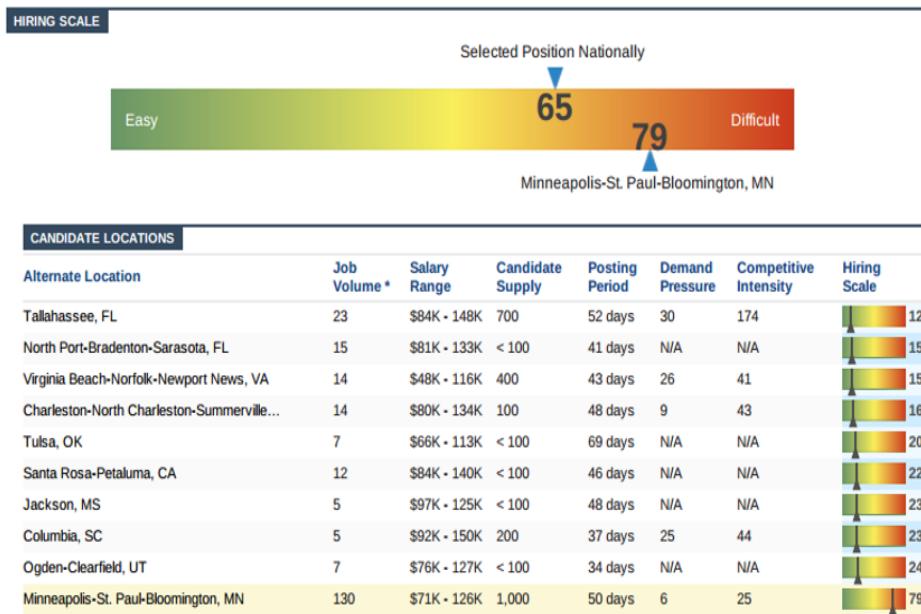
Wanted Analytics

- Comprehensive source of global talent demand and supply data, predictive analytics, location and competitive intelligence

Search Definition: Senior Manager, Business Strategy, Team Oriented, Data Analysis, Problem solving, strong leadership skills

Insights:

- Total of 1000 potential candidates in the workforce with the skills you are seeking.
 - Total of 38 Direct Employers currently hiring for talent with similar skills required
 - Currently 130 open jobs now by competitors
 - Out of total pool of candidates 10.5% are POC and 47% are women
 - Out of the total 130 job openings, 127 direct employers are requiring a Bachelors Degree



SKILLS AND CERTIFICATIONS	JOB TITLES
Skills	Senior Business Analyst Business Analyst Senior Analyst
Microsoft Office Visio	Senior Business Analyst Project...
Oracle PeopleSoft	Business Process Consultant
Structured query language (SQL)	Manager Business Analysis
Requirements gathering	Senior Business Process Analyst
Customer relationship management...	Data Analyst
Certifications	Business Initiatives Consultant II
Strategic Planning Professional...	Senior Consultant
ICD-10 / ICD-9	
Six Sigma Green Belt (SSGB)	
Certified Anti-Money Laundering...	
Project Management Institute (PMI)	

ZoomInfo

- Can search for names and company info
- Competitive Intelligence
- Integrates into some CRMs

The image shows two screenshots of the ZoomInfo platform. On the left is the search interface, featuring fields for Job Title (Marketing Managers), Company Name / URL / Ticker, Industry Keywords (Retail), and City / State / ZIP / Country (Minneapolis, MN). It also includes advanced filters for Management Level (C-Level selected), Full Name, Additional Filters (Return only current positions, Exclude Board Members, Include People with Partial Profiles), and Company and Location/Region filters. On the right is the results page, titled 'Companies' at the top. It displays 2,181 results matching the criteria, with a table showing details like name, title, company, email, phone, and last update date. The results include Gary Volbert, Amanda Malm, Donna Hadland, Mary Steffl, Susanne Holderried, Benjamin Breit, and Amy Colehour.

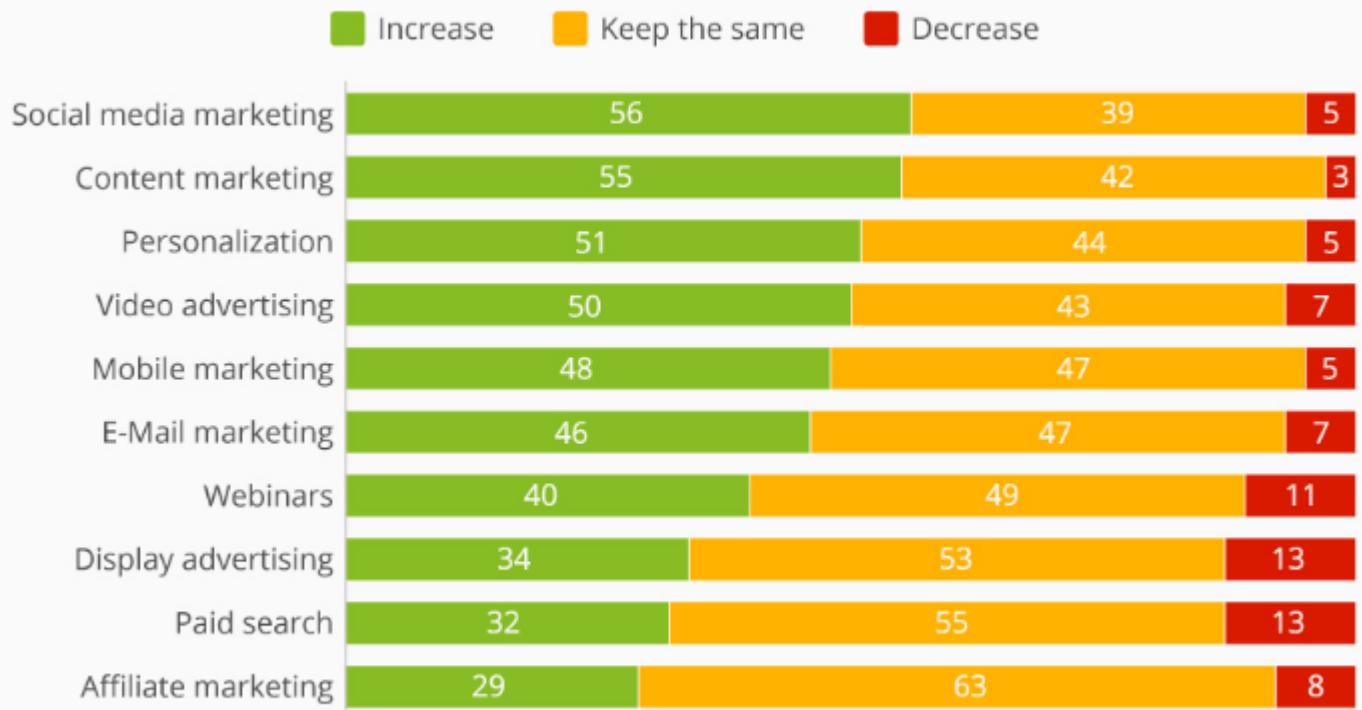
Name	Title	Company	Email	Phone	Last Update
Gary Volbert	Vice President of On-Site Managed Services and Marketing	Loffler Companies Inc	Email ✓ Phone ✓	DIRECT	3/2/17
Amanda Malm	Consumer Marketing Manager	Medtronic , Inc.	Email ✓ Phone ✓	DIRECT	3/3/17
Donna Hadland	Manager, Marketing Communications	Medtronic , Inc.	Email ✓ Phone ✓	DIRECT	2/28/17
Mary Steffl	Marketing Manager	Loffler Companies Inc	Email ✓ Phone ✓	DIRECT	2/22/17
Susanne Holderried	Marketing Manager - Consumer Marketing	Medtronic , Inc.	Phone ✓	DIRECT	3/3/17
Benjamin Breit	Marketing Strategy Manager	Medtronic , Inc.	Email ✓ Phone ✓	DIRECT	3/1/17
Amy Colehour	Consumer Marketing Manager		Email ✓ Phone ✓	DIRECT	3/3/17

Statista

- Stats and Studies from over 18,000 sources
- Great for presentations or business cases

Social Media & Content Are Top Priorities for Marketers

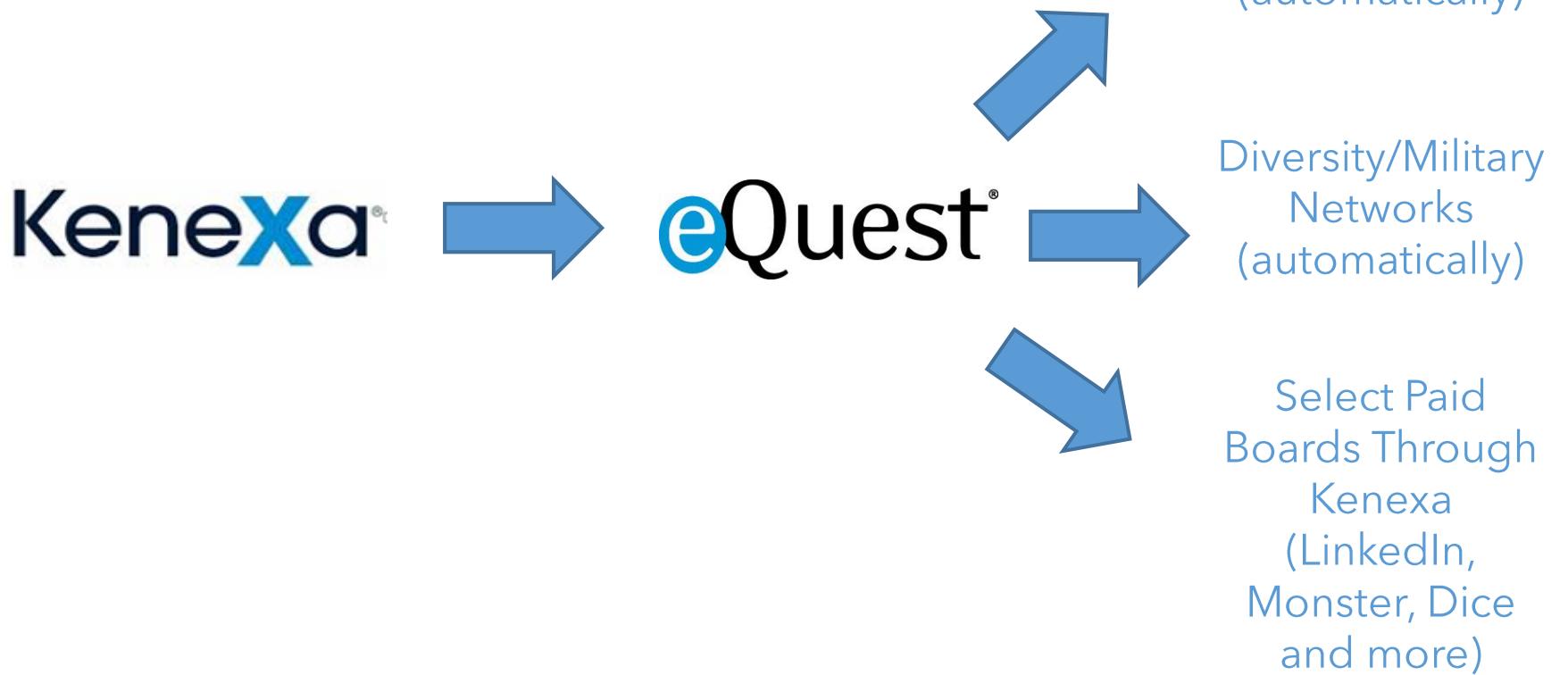
Digital marketing budget plans for 2017 (in % of respondents)*



Identify Tools



Allow Tech to Automate



ENTERPRISE FREE JOB BOARDS

Automatically Distributed



CAREERS



JuJu
Adzuna
CareerJet
EmploymentPipeline
JobisJob
Jobit
Jooble

LiveCareer
Meega
Oodle
Flexjobs
Mitula
Trovit

DIVERSITY & MILITARY JOB BOARDS

Automatically Distributed



CAREERS



DIVERSITY NETWORKS

recruit
ABILITY
employers embracing disability

 **HACE**
Hispanic Alliance for Career Enhancement

Military.com

RECRUIT  MILITARY[®]



Including a network of 6,500 Local
Community Outreach partners such
as local churches, workforce
agencies and Diverse communities

Work4



Home Automatic Scheduled Users

Ryan



51 Ryan Stene @MNOonlineGuy · 23h

Check out this #job: Senior #Copywriter at
#BestBuy (#Richfield)
workfor.us/bestbuy/4nc

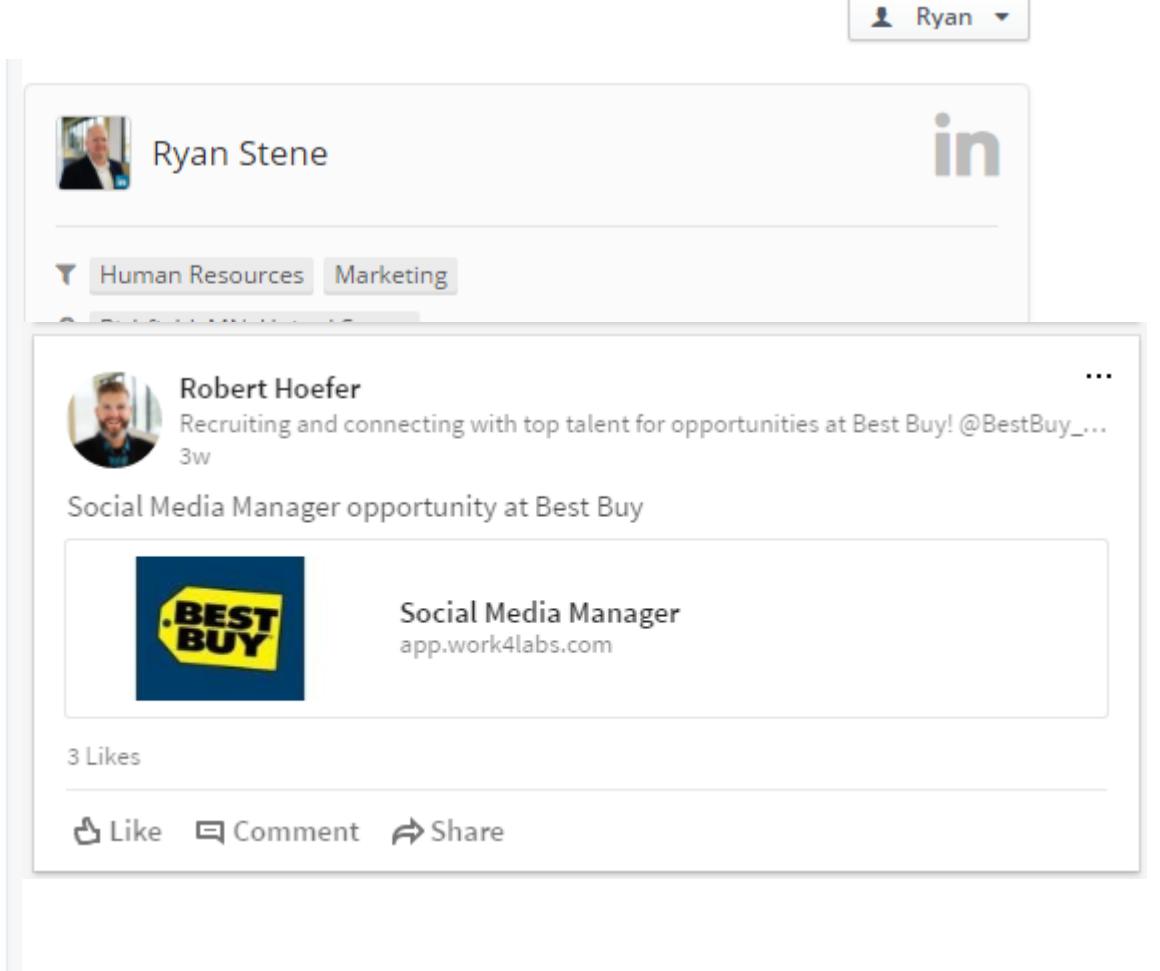


DO SOMETHING WITH US
OUR CAREER.

Senior Copywriter

Richfield, MN, United States
Full Time

1 2 3



Ryan Stene

Human Resources Marketing

Robert Hoefer
Recruiting and connecting with top talent for opportunities at Best Buy! @BestBuy_...
3w

Social Media Manager opportunity at Best Buy

 Social Media Manager
app.work4labs.com

3 Likes

Like Comment Share

Identify

TalentBin

A Talent Search engine that pulls in social profiles and built in CRM

MONSTER

Resume Search (PRS) offers an advanced way to search. It evaluates a job seeker's resume like an experienced recruiter would, matching candidates based on work history, skills, education, and location.



A series of recruiting tools such as a Boolean string builder that uses machine learning to build the string vs. recruiter knowledge



Access the LI network to review profiles and connect via messaging on their platform

HiringSolved

Aggregates people data across the web from social profiles



Facebook Search allows you to search groups and members to be able to engage them.

SearchIsBack.com
[Facebook Intelligence Search](http://FacebookIntelligenceSearch.com)

Java ✓ Stanford + Recruiter -

United States ▾ 55423 within 50 miles. Clear

Return candidates I can contact via email

Search Save Advanced Clear search ?

I'm sourcing for

Folder: Java Engineer, San F... ▾

Years of experience ▾

Time in current role ▾

Available contact ▾

Network type ▾

Additional filters ▾

Update Save ▾

+ Want us to create a search for you?

13,377 candidates found **Stage profiles**



Evgeni

Not staged ▾

Software Engineer: Java, JavaScript, Java EE, Maven, Oracle

Minneapolis St Paul Area

≡ Summary

Java

Work

Spring Webflow, Hibernate; • J2EE, JSP/Servlets, Java, J2EE, Java...

Interests

websphere, apache tomcat, jboss as, mysql 5 techs: j2ee, jquery...

Java

Java EE

Spring

Eclipse

Google Web Toolkit



Similar candidates



Colin

Not staged ▾

Software Engineer: Google Web Toolkit, Java, JavaScript, Sencha, JSON

Minneapolis St Paul Area

≡ Summary

GWT developer and Java, GWT

Interests

gwt rpc, web applications, gwt super dev mode, extjs, user inter...

Google Web Toolkit

Java

Eclipse

Servlets

Tomcat



Welcome back, Ryan Stene ▾

Similar candidates

with the closest match and PDFs are accepted.



k

indation" OR "core data" OR "xcode" OR "apple developer" OR "serial" OR "supervisor" OR "superintendent" OR "teamlead" OR "app development" OR "cocoa" OR "cocos2d" OR "ipod" OR "ipods" OR "iPads" OR "Ulkit" OR "objective c" OR "objectivevc") AND ("developer" OR "technical lead" OR "software engineer" OR "test") AND ("mobile" OR "ios" OR "android" OR "ios developer" OR "android developer")

Engage Tools



KEEP
CALM
AND
ENGAGE

Engage

- Chrome Extensions
 - Prophet
 - Contact Out
 - Email Hunter
- Connectifier
- Entelo

in  Home My Network Jobs Messaging Not...  contactout 49 cred 

[Recruit Millennial Talent - Attract & Retain More Millennials with our Recruiter's Guide. View Now!](#)



1st

STEVE LEWIS

Talent Acquisition Leader | Creating & Delivering Innovative Talent Community, Employer Branding & Recruiting Solutions

Hearth & Home Technologies • University of Minnesota-Twin Cities
Greater Minneapolis-St. Paul Area • 500+ 

[View in Recruiter](#)

[Message](#)

[!\[\]\(acbbcba5e763d03f4535c02b600c3022_img.jpg\) Hunter](#)

 skslewis2115@gmail.com

Full name

STEVE LEWIS

Domain name

hearthnhome.com

[Find more emails](#)

 Save profile

 View saved profiles

See connections

Contact and Personal Info

STEVE'S Profile, Phones, Address, Email, and Twitter

[Show more !\[\]\(14bb271e8e9007f24a4d292a4473d235_img.jpg\)](#)

Other Engage Tools

- [Hiretual.com](https://www.hiretual.com)
- [Lusha.co](https://www.lusha.co)
- [Leadiq.io](https://www.leadiq.io)

Efficiency Wins

- Calendly (integrates with Outlook)
- Trello (great for project management and working with Hiring Managers)
- [IBM Tone Analyzer](#)
- Textio (scores and evaluates job posting effectiveness)
- [x.ai](#) (automated assistant)

Parting Gifts

- [Candidate Sourcing Funnel Calculator](#)
- [LinkedIn Search for Female Names](#)
- [Boolean Excel Builder](#)
- Boolean String for Women in tech with New LI Search
 - ("women in tech" OR "girl coders" OR "womenwhocode" OR "women in technology" OR "geek girls carrots" OR "stemwomen" OR "stem women" OR "girls get it" OR she OR her OR hers OR girl OR girls OR women OR woman OR female)



Q&A

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