

ChatGPT 101

For Staffing and Recruiting
Firms + 10 use cases



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AI vs Generative AI

AI is the term used for creating smart machines that can do human-like tasks. AI is often used as a bucket term to describe all machine related tasks including generative AI, automations, and language based learning.

Generative AI is a specific type of AI that generates new content/ideas/words based on machine learning algorithms.

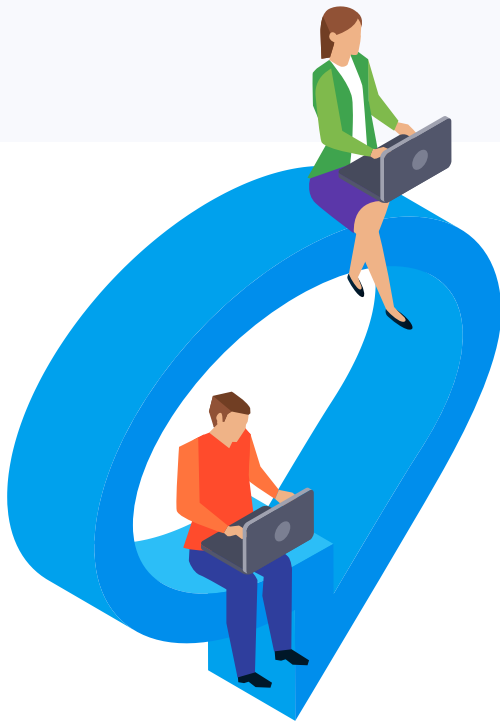
Addressing Concerns in Using Generative AI in Staffing & Recruiting

The World Economic Forum 2023 Future of Jobs report predicted that nearly 70 million new jobs will be created worldwide and 83 million will be eliminated by 2027.

Due to these rapid changes,

almost half **(44%)**

of the workforce will need to reskill and upskill themselves to meet modern business needs.



This cutting-edge technology can turbocharge learning, automate mundane tasks, and reshape the staffing and recruiting game. But, before we dive in, let's address some concerns and ensure responsible use of AI tools like ChatGPT. After all, we're here to level up, not get caught in a sci-fi movie.

Augmentation, Not Replacement

Automation may sound alarming, but generative AI is designed to enhance and empower recruiters, not render them obsolete. The future of jobs isn't about unemployment; it's about embracing AI assistance to unlock exciting new opportunities and job evolution. Humans and AI together can create a harmonious symphony of talent acquisition and management.

Accuracy, Security, and The Law! Oh My!

Accuracy and security worries loom large with a fast-evolving technology like AI. However, every great leap forward requires cautious steps. By addressing these concerns head-on and implementing robust monitoring and evaluation mechanisms, we can navigate the AI landscape safely.

AI tools like [ChatGPT](#) are incredible, but they're not infallible. Plagiarism and biased outputs are challenges you and your teams need to be aware of.



Remember, AI learns from vast amounts of data, and unintended biases may seep in. It's crucial to closely monitor and evaluate AI outputs, correct biases when detected, and leverage additional tools like [Originality.ai](#) to catch any accidental plagiarism attempts.

And, if you do business in New York City, you'll need to be aware of the laws regarding monitoring AI for bias in hiring. At the time of this eBook publishing, the New York City law was the first of its kind to monitor AI. Please be aware of any and all laws pertaining to the use of AI, especially in making hiring decisions, for the areas your firm serves.

The Human Touch Won't Be Replaced

Let's not forget the irreplaceable power of human judgment, empathy, and understanding. While generative AI can accomplish remarkable feats, it falls short in grasping the nuanced context that only we humans possess.

Building genuine connections with candidates, acing negotiations, and truly understanding motivations require that special human touch. But, together, AI and human brilliance can help your firm succeed and get ahead of the competition.

Guarding Your Data

Data privacy should always be a priority. As we explore the wonders of AI, exercise judgment when sharing vast amounts of data with tools like ChatGPT. We're still in the infancy stages of AI, and as it continues to develop, we must safeguard our personal information and trade secrets.

For example, when evaluating if a candidate is a good fit for a job, do not input candidates' names, addresses, phone numbers and emails into generative AI. You can go a step further and remove the names of their previous employers and any universities they may have attended to protect their privacy and identity.

By integrating generative AI into the realm of staffing and recruiting, we unlock a world of advantages—supercharged processes, heightened efficiency, and elevated team performance. However, it's essential to proceed with caution, ensuring responsible use, transparency, and constant vigilance. The future is bright. Let's redefine success and embrace the limitless possibilities.

AI as an Operational Tool in Recruiting

If you view AI as an operational tool for your firm, you can use it to augment pieces of your existing processes. You'll want to provide direction and incorporate its use into your processes so your teams understand how to use it effectively.

You've heard Kortney Harmon say it all the time on The Full Desk Experience podcast. Data in is data out. And, that's true for AI, too. In this next section, we will go over best practices for efficient use of generative AI to ensure your teams get the most out of the tool.

Prompting Generative AI Correctly

If you've ever opened ChatGPT, you know it's a blank box with little to no direction. Maybe you've asked it a question and gotten a subpar result back. The key to getting good information back out is to prompt it correctly using **WHO, WHAT, and HOW.**

Who

You want to tell ChatGPT who they should give the response as. The more specific information you give it about who it is, the better. For example, you could say:

- You are an executive recruiter with 15 years of experience in the accounting and finance industry.
- You are a blog writer with 10+ years SEO experience in the warehouse staffing space.
- You are a researcher with 15+ years of experience in the IT staffing industry.



What

What is the desired output from ChatGPT that would be beneficial for your use?

This could be:

I need you to write a job description for a CFO position.

You are writing a blog about how warehouses can be proactive with finding seasonal work and optimize it with the keyword "holiday warehouse hiring for Saint Louis".

You will give me high level bullet points with linked sources to tell me everything I need to know to get started in the IT staffing industry.



How

This is where you can inject things like format, tone, brand voice, and personality into the outputs.

Some good examples include:

Use a professional voice, but still use emojis.

Follow this format from this example (paste in the example).

Keep your response to 240 characters or less.

Pro tip – tell ChatGPT who the audience is. This could be your specified job seeker audience or target client list.

A completed prompt might look like:

You are an executive recruiter with 15+ years of experience in the accounting and finance industry. I need you to write a job description for a CFO position. The ideal job candidate has 8 years of experience, is a CPA and lives in the Seattle area. Create a professional job description based on these requirements (include the requirements from the client here).

Practical Use Cases for ChatGP in the Talent Industry

Now that you can effectively prompt ChatGPT, let's put it to use to help your staffing and recruiting firm succeed and be more efficient. You can use it for things like writing social media posts or changing the tone of emails, this next section will outline 10 use cases specifically for the staffing and recruiting industry.

Job Descriptions

Transform your job descriptions into compelling narratives that attract top talent. Provide a current job description and let ChatGPT rewrite it to highlight the potential growth and benefits the candidate can experience by joining your client's organization.



Prompt: You are an executive recruiter with expertise in transforming job descriptions into compelling narratives that attract top talent. Your client has provided you with a current job description, and you need to rewrite it to highlight the potential growth and benefits the candidate can experience by joining your client's organization. Write a revised job description that not only outlines the responsibilities and qualifications but also emphasizes the exciting opportunities, career progression, and unique advantages that the candidate will gain by becoming a part of this dynamic organization.

Generating Interview Questions

Never miss out on important interview questions again. Share the job requirements and desired skills for a specific role, along with the candidate's resume, and let ChatGPT generate a list of tailored interview questions that delve deep into the candidate's technical expertise, cultural fit, and behavioral competencies.

Prompt: You are a hiring manager looking to ensure you never miss out on important interview questions. I will share the job requirements and desired skills for (enter name of role), along with the candidate's resume, and you will generate a list of tailored interview questions that delve deep into the candidate's technical expertise, cultural fit, and behavioral competencies. Use the provided information to create a comprehensive set of interview questions that will enable me to assess the candidate thoroughly and make well-informed hiring decisions. (Include relevant information as part of this prompt)

Boolean Search Strings

Sourcing the best candidates shouldn't be a hassle. Just provide the job description, and ChatGPT will generate effective search strings for your Applicant Tracking System (ATS). Say goodbye to complex syntax and operators and find the cream of the crop in no time.

Prompt: You are a talent acquisition specialist determined to simplify the candidate sourcing process. I will provide the job description, and you will generate effective boolean search strings for input into my Applicant Tracking System (ATS).

Alternative Job Title Exploration

Discover hidden talent by exploring alternative job titles. Describe the desired skills and requirements, and ChatGPT will generate alternative job titles that align with your needs. Save time and avoid getting lost in the endless sea of job titles.

Prompt: You are a talent acquisition specialist aiming to discover hidden talent by exploring alternative job titles. I will provide the desired skills and requirements for a specific role, and you will generate alternative job titles that align with my needs. By leveraging the power of language and industry knowledge, you will provide me with a range of creative and relevant job titles that may attract a broader pool of qualified candidates.

Candidate Outreach Message Writing

Craft personalized outreach messages that capture the attention of potential candidates and clients. Share the necessary details about the role, and let ChatGPT help you create informative and engaging email templates or sequences to maximize your outreach efforts.

Prompt: You are a recruitment professional aiming to craft personalized outreach messages that capture the attention of potential candidates and clients. I will share the necessary details about the role, and you will create informative and engaging email templates (or sequences) to maximize my outreach efforts. I will provide specific information about the role, such as job title, company name, and any unique selling points, and you will generate well-crafted email templates or sequences that effectively communicate the value proposition, benefits, and opportunities associated with the role.

Candidate Qualification Assistance

Streamline the candidate qualification process. Upload the resume and job description, and ChatGPT will provide insights on the candidate's fit for the role. It can even suggest additional interview questions to dig deeper into their skills and experiences.

Prompt: You are a recruiter looking to streamline the candidate qualification process. I will upload the resume and job description, and you will analyze the information to provide insights on the candidate's fit for the role. You will also suggest additional interview questions to dig deeper into their skills and experiences and assess the candidate's qualifications based on their resume and the job description, highlighting key areas of alignment and potential concerns. Additionally, you will generate tailored interview questions that can help me further evaluate the candidate's suitability for the role.

Branded Content Generation

Elevate your branding initiatives and attract top talent with creative ideas. Collaborate with ChatGPT to generate catchy slogans, brainstorm marketing campaigns, and create compelling content for blog posts, social media, and employer branding campaigns.

Prompt: You are a marketing specialist aiming to elevate branding initiatives and attract top talent for the recruiting/staffing firm that you work for. You will use your creativity and expertise to (generate catchy slogans, brainstorm marketing campaigns, and create compelling content for blog posts, social media, and employer branding campaigns). I will provide relevant details about my company, target audience, and key messaging, and you will develop (captivating slogans, blog article, a marketing campaign) that resonate with my brand.

Candidate Experience Surveys and Training Materials

Enhance the onboarding experience for new hires. Let ChatGPT assist in writing candidate experience surveys and training materials. Ensure a seamless and engaging journey for your employees from day one.

Prompt: You are a recruiting professional dedicated to enhancing the onboarding experience for new hires. You will help me create (candidate experience surveys, training materials, etc.), ensuring a seamless and engaging journey for my employees from day one. You will design a comprehensive candidate experience survey that captures valuable feedback, allowing me to continually improve your onboarding process.

Upskilling Made Easy

Imagine unlocking the power to learn new skills, topics, and industries faster than ever before. Generative AI comes to the rescue, enabling scalable upskilling and reskilling programs. Say goodbye to slogging through outdated textbooks—AI assistance will supercharge your team's knowledge acquisition, making them industry-savvy in record time.

Prompt: You are an individual eager to learn new skills, explore various topics, and gain knowledge about (enter topic) quickly. I will provide (the specific skills, topics, or industries) I want to learn more about, and you will assist me in acquiring information and insights rapidly through summary. Please provide reference links for where you find this information.

Facilitating Introductions Between LinkedIn Profiles

Elevate your LinkedIn networking game with personalized introductions crafted by a virtual assistant, ensuring attention-grabbing intros that create genuine connections and set the stage for successful conversations.

Prompt: You are a professional LinkedIn user who wants to elevate your networking game and make meaningful connections. You will take two profiles that I give you to help craft an intriguing and attention grabbing InMail to make a connection with a new contact. (provide the profile information)

The Perfect (AI) Assistant for Recruiters

Generative AI is your secret weapon in leveling up your recruiting game.

Picture this: effortlessly understanding a new industry, generating interview questions on the fly for unfamiliar job roles, and even creating captivating blogs to boost your marketing efforts. With AI by your side, you'll be a recruiting rockstar, saving time, amplifying your impact and ultimately placing more candidates along the way.

