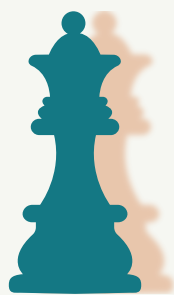


AI in Recruitment

Stop Replacing Humans, Start Elevating Them: AI Principles for Recruitment



August 27, 2025

Speaker: Greg Benadiba

President & CEO of Bilingual Source

Crelate[®] 

What We'll Cover

1

AI Principles

2

Implementation
Mistakes

3

Scaling Vision &
Strategy

4

Q&A and Closing
Thoughts



Introduction

- Who I am
- Top Biller
- Recruitment Leader
- Operations Wiz
- Tech guy
- Up & Coming Author of
Recruitment Principles
- Recruitment Thought Leader

BILINGUAL
SOURCE 
FRENCH/ENGLISH RECRUITMENT



My Recruitment Journey – From Interview to Leadership



BILINGUAL SOURCE

FRENCH/ENGLISH RECRUITMENT



RECRUITMENT PRINCIPLE

THE PARTNERSHIP PRINCIPLE

AI enhances **human** capabilities.

The future of recruitment is humans and AI working together to create outcomes that neither could achieve alone.

AI excels at pattern recognition, data analysis, and task automation, but it will never understand the nuance of human motivation, the complexity of cultural fit, or the **art** of building trust with someone considering a **life-changing career decision**.

@gregbenadiba



RECRUITMENT PRINCIPLE

THE SEPARATION PRINCIPLE

AI will definitely separate two types of recruiters:

Transactional recruiters who focus on keyword matching, database searching, and forwarding resumes will be replaced by algorithms that can perform these tasks more **efficiently**

Consultative recruiters who understand human psychology, build strategic **relationships**, and provide genuine guidance will become more valuable than ever

@gregbenadiba



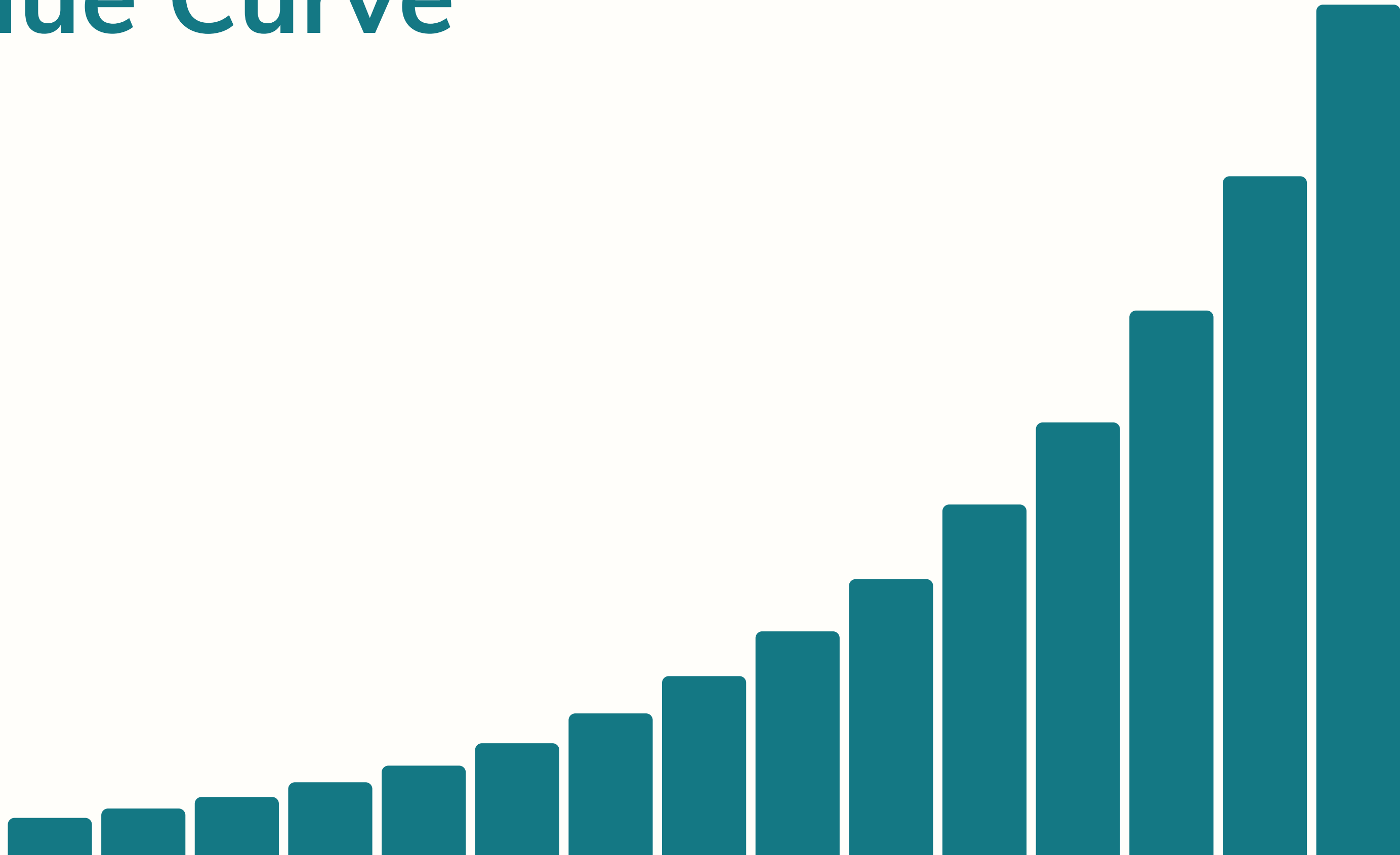
RECRUITMENT PRINCIPLE

**AUTOMATE THE
FOUNDATION.
PROTECT THE
PEAK VALUE.**

@gregbenadiba

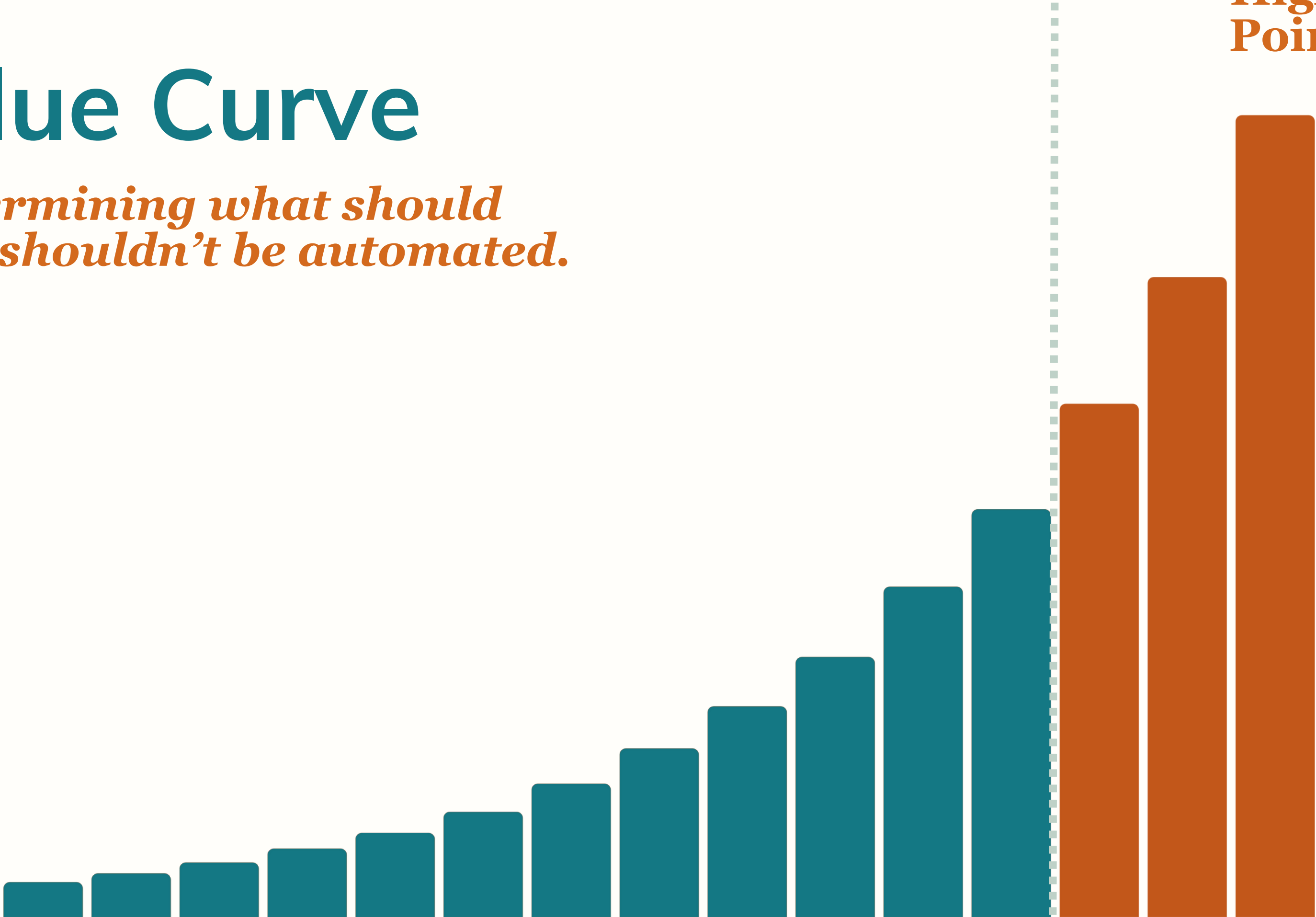


Value Curve



Value Curve

*Determining what should
and shouldn't be automated.*



High Leverage Point Activities

- *offer calls
- *interviews
- *sales calls
- *intake calls
- *client visits
- *negotiations
- *rapport building
- *leads and referral
- *post interview f/u
- *references



Value Curve

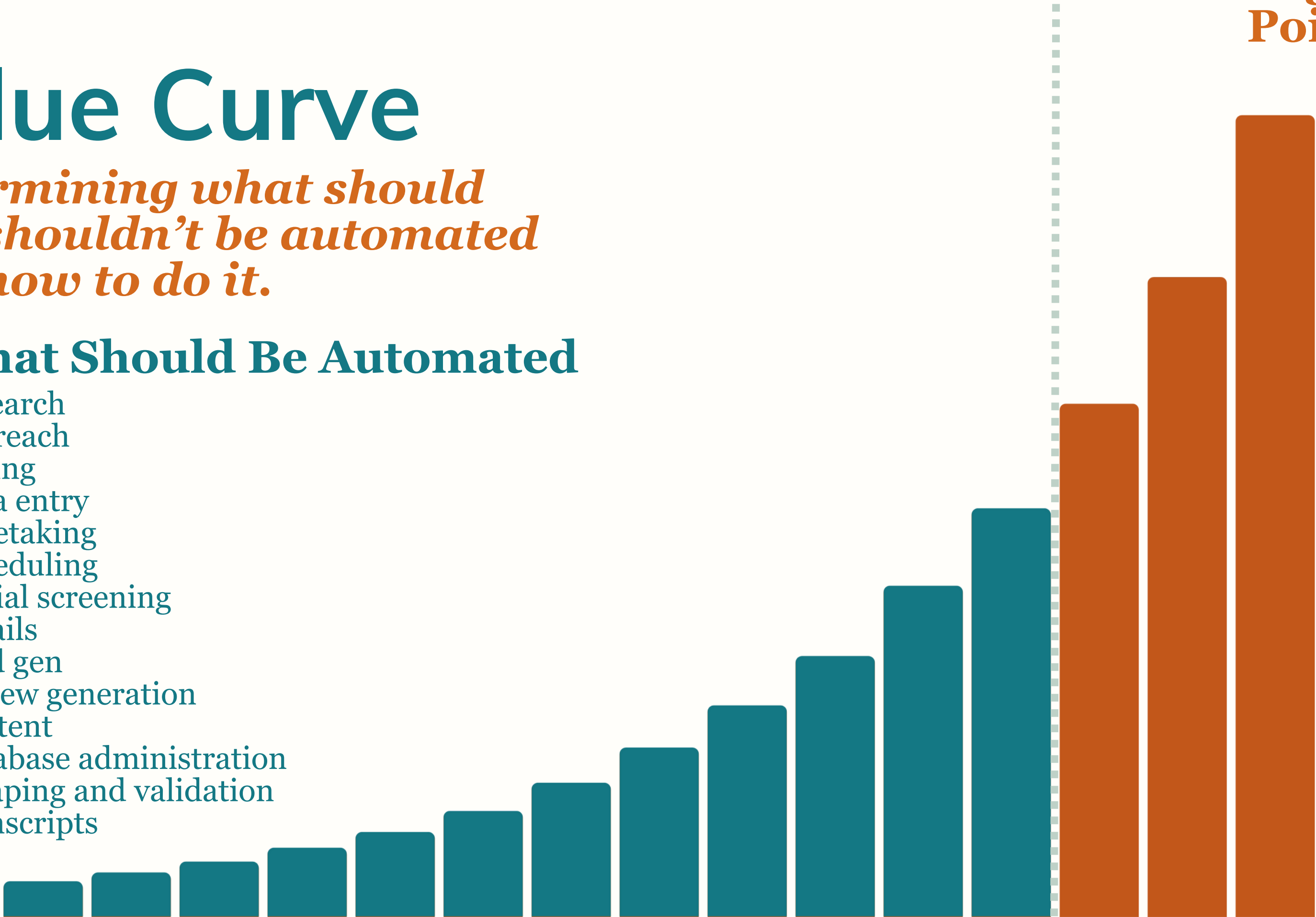
*Determining what should
and shouldn't be automated
and how to do it.*

What Should Be Automated

- *research
- *outreach
- *billing
- *data entry
- *notetaking
- *scheduling
- *initial screening
- *emails
- *lead gen
- *review generation
- *content
- *database administration
- *scraping and validation
- *transcripts

High Leverage Point Activites

- *offer calls
- *interviews
- *sales calls
- *intake calls
- *client visits
- *negotiations
- *rapport building
- *leads and referral
generation
- *persuasion
- *trust



“

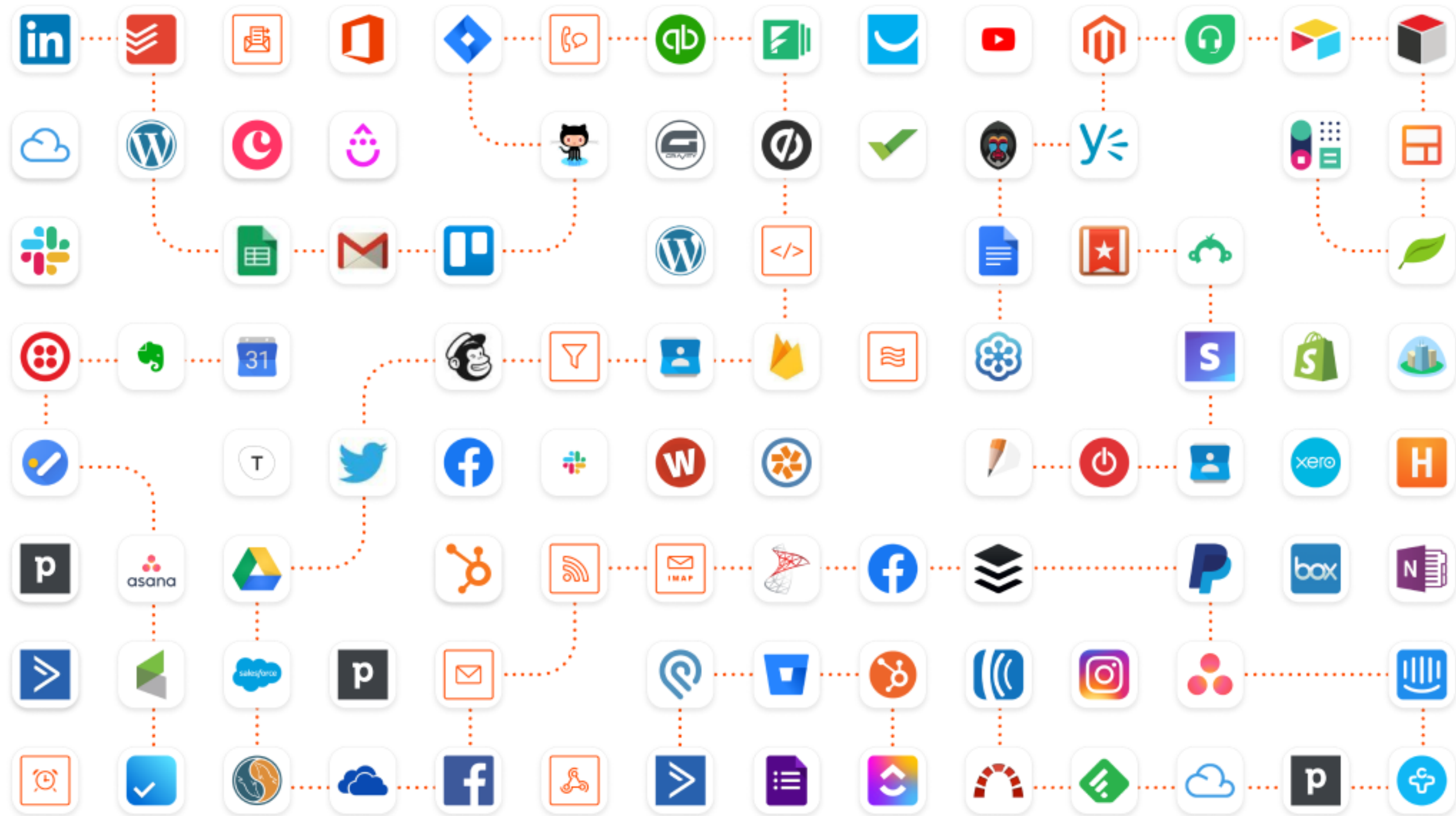
You do not rise to the
level of your goals. You
fall to the level of your
systems.

James Clear

”



AI Confusion



My Goal:

To build an environment where my team can achieve 200%-300% productivity gains by eliminating 80% of tasks they shouldn't be doing anymore.



Culturally and Technologically Ahead of the Curve! - Anonymous employee Bilingual Source Employee Review

[See All Reviews \(96\)](#)

5.0 ★★★★★ ✓

Aug 19, 2025 ...

 Anonymous employee

Current employee, more than 10 years

 Toronto, ON

✓ Recommend ✓ CEO approval ✓ Business outlook

Pros

This has really developed into a tremendous work environment overall. In terms of the technology and systems that are at your fingertips they are truly top tier. Management cares, and offers their time and attention to all matters, no matter how big or small. There is really a good focus on improving and helping employees grow and develop internally. A good, cohesive team that supports each other is in place. I'm very satisfied as an employee and I feel like the company is going in the right direction with things. I believe they sky is the limit here.

Cons

There has been a lot of change in the last number of months but that can be attributed to the shift in technology across the recruitment landscape as a whole. Be prepared to jump in and see lots of new technologies being introduced, not a con perse but more an fyi . If you're not quite comfortable with adapting to new technologies this might be a hard shift for you. Otherwise, nothing that stands out.

Advice to Management

Keep up the great work, I'm enjoying every day here. Let's work differently and show case why this is a top tier firm to work for.

 Helpful  Share

[Add an Employer Response](#)

See reviews by: [Popularity](#) | [Rating](#) | [Date](#) | [All](#)



JSON template (universal)

json

 Copy code

```
{
  "role": "Who the model should be (e.g., Expert Recruiter)",
  "task": "One-sentence objective in verb form",
  "audience": "Who this is for",
  "context": [
    "Key facts the model must know",
    "Links, snippets, data points"
  ],
  "constraints": {
    "tone": "e.g., direct, consultative, friendly",
    "length": "e.g., 120-180 words, 5 bullets",
    "style_rules": [
      "Short paragraphs",
      "Avoid buzzwords",
      "Include one concrete example"
    ],
    "do_not": [
      "No fluff",
      "No invented data"
    ]
  },
  "steps": [
    "List the main challenges",
    "Propose solutions",
    "Summarize in bullets"
  ],
  "output_format": {
    "type": "markdown|plain|json",
    "sections": [
      "Title"
    ]
  }
}
```



Recruitment, at its core,
is about:

PEOPLE

RELATIONSHIPS

TRUST

RECRUITMENT PRINCIPLE

**WE ARE IN THE
EXPERIENCE
ECONOMY**

@gregbenadiba



Ideas: Client Touchpoints

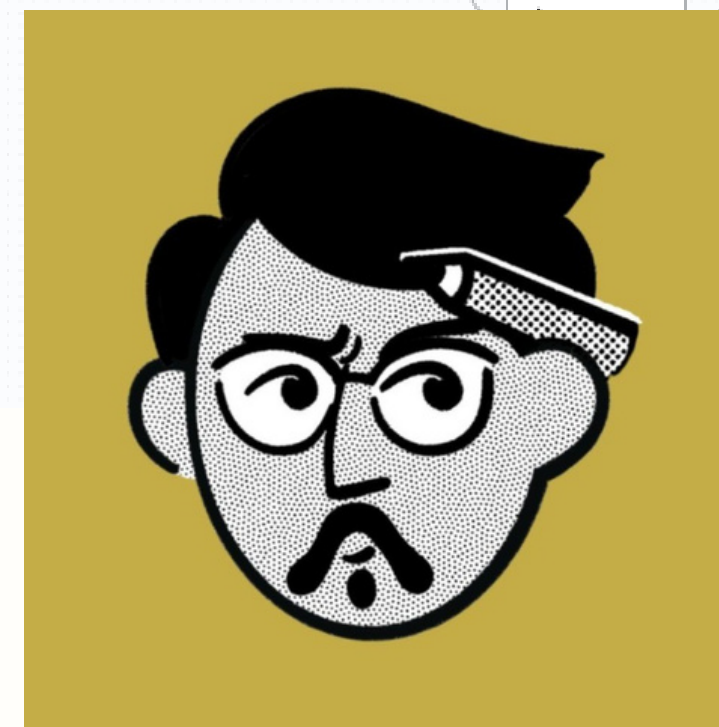
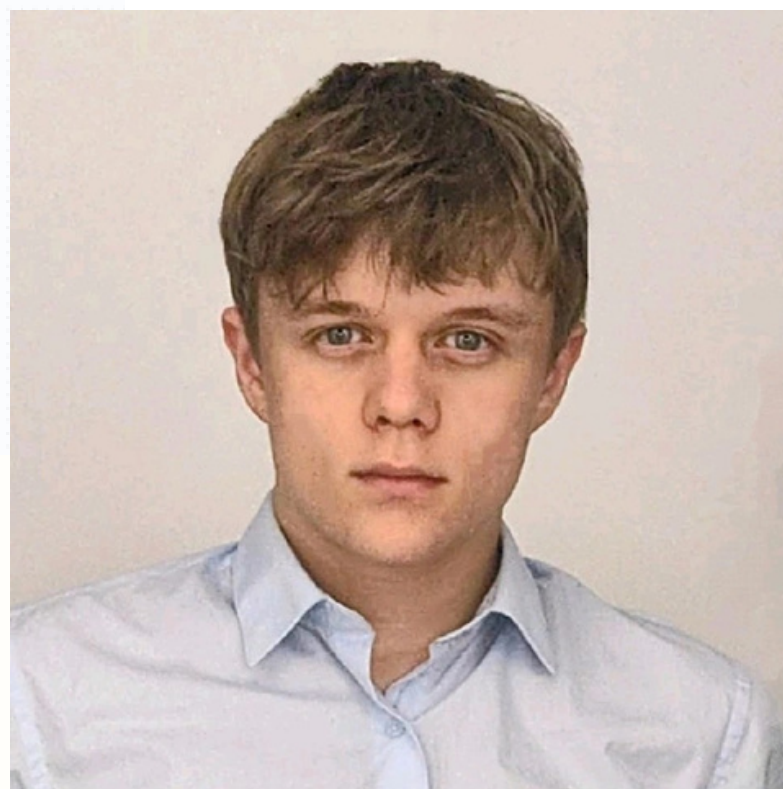
- Your website - Run copy through AI
- Your socials - Search is now on AI more and more.
- Yours and your team's personal brand(s)
- Top of funnel outreach - first impressions matter - Clay expertise required
- Mid funnel outreach
- End of funnel outreach
- Search updates and reporting
- Research and market data reporting

RECRUITMENT PRINCIPLE

**EVERY INTERACTION
ENHANCES OR
DIMINISHES
RELATIONSHIP
EQUITY**

@gregbenadiba





AI Notetakers

- Carv
- Metaview
- Otter.ai
- Quil.ai
- Fireflies.ai
- Tactiq
- Supernormal
- Fanthom



AI Sourcing Tools

- Poeple GPT/
Juicebox
- Pin
- SeekOut
- Fetcher
- Paradox
- Torre.ai



Pin





Recruitment Principles 2.0

By Greg Benadiba 

An AI companion built on Greg Benadiba's 20+ years as a recruitment leader. Based on Recruitment Principles, it helps recruiters sharpen sourcing, elevate submissions, and apply timeless strategies in an AI-driven world.

Attached is a candidate email, how do I best...

What does 'Pipeline Command' really mean in practice?

Give me a framework to prep a candidate agains...

Help me refine my outreach message. See below.



Q&A + Closing



Stay in Touch

LinkedIn: Greg Benadiba

@gregbenadiba

