

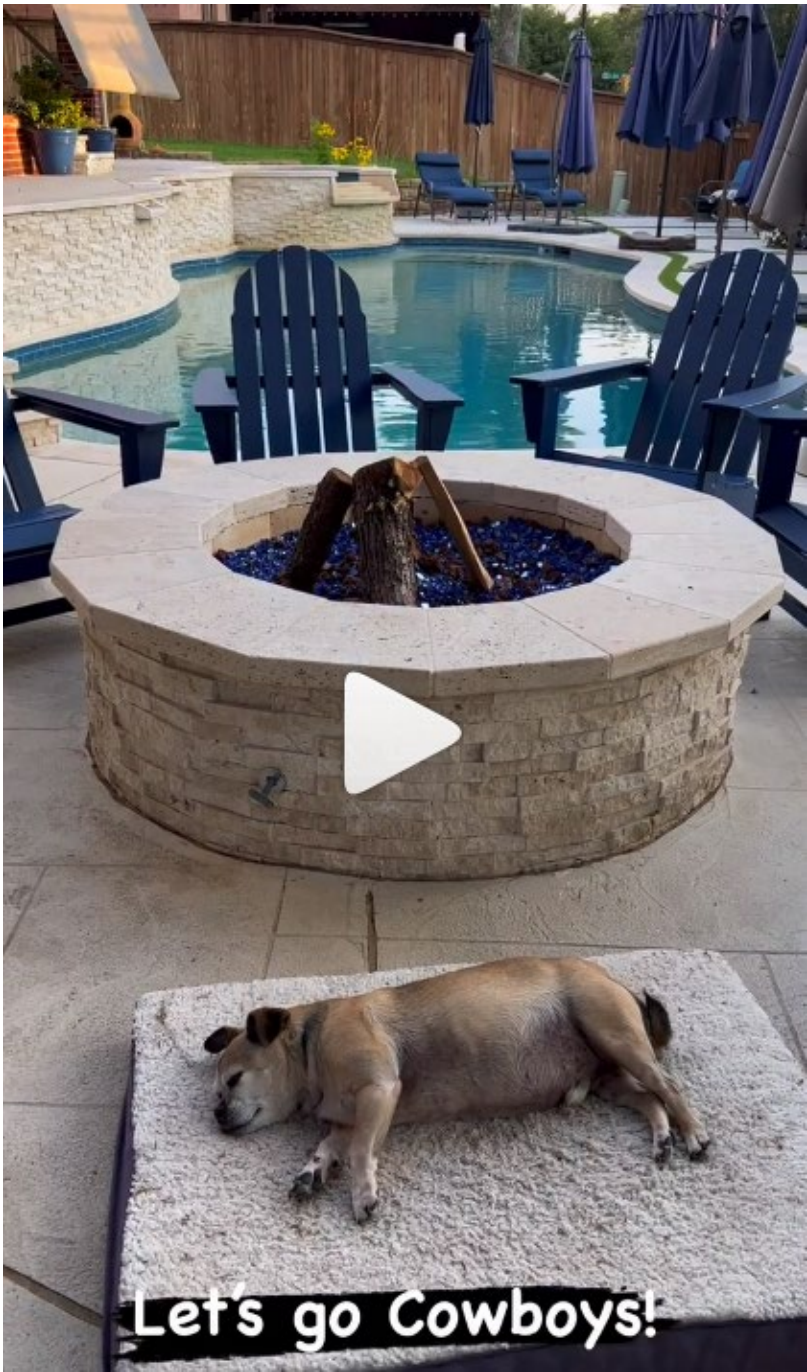


Craig Fisher

Convert More Accurate Candidates
DFWTRN 2023



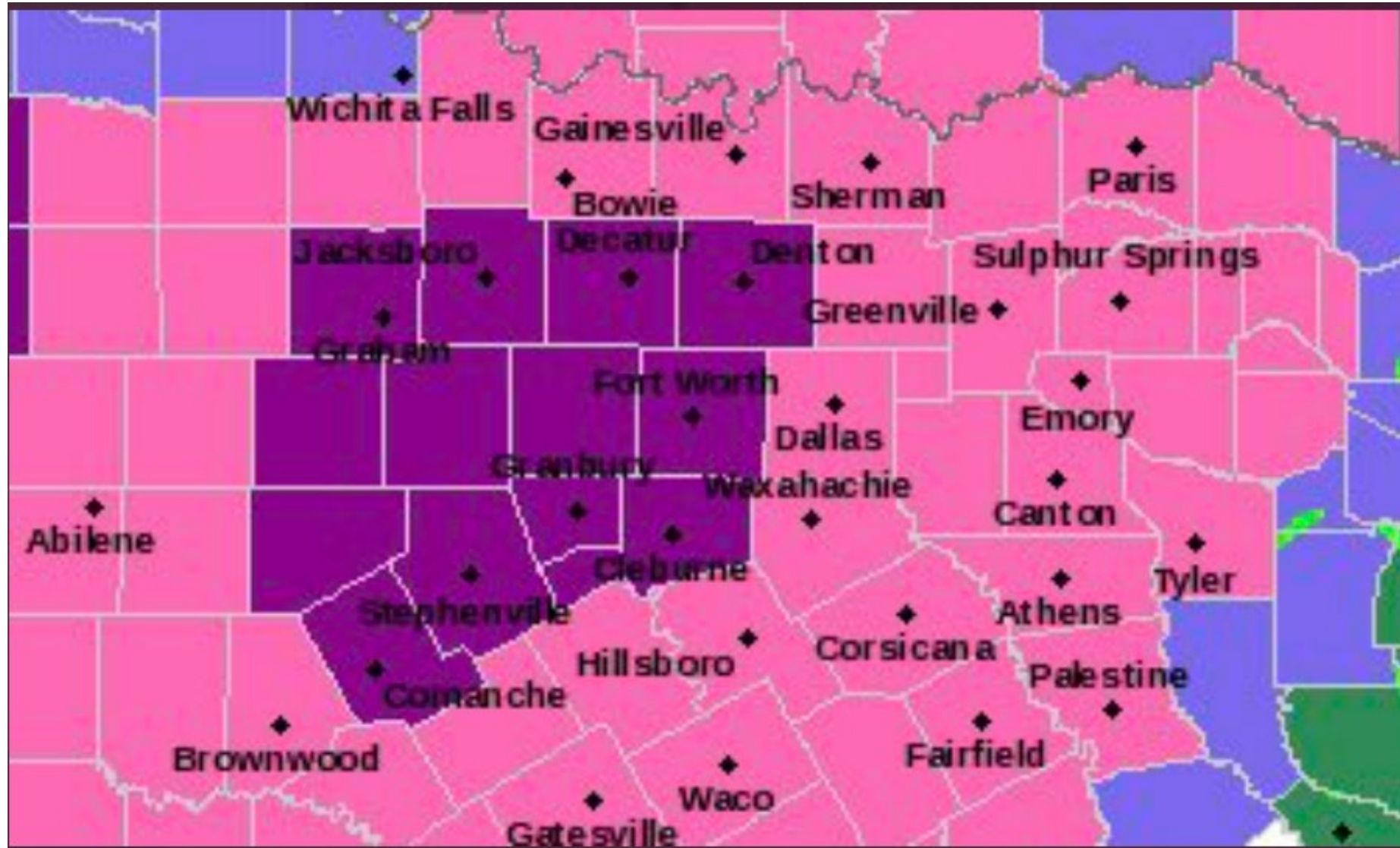




Let's go Cowboys!

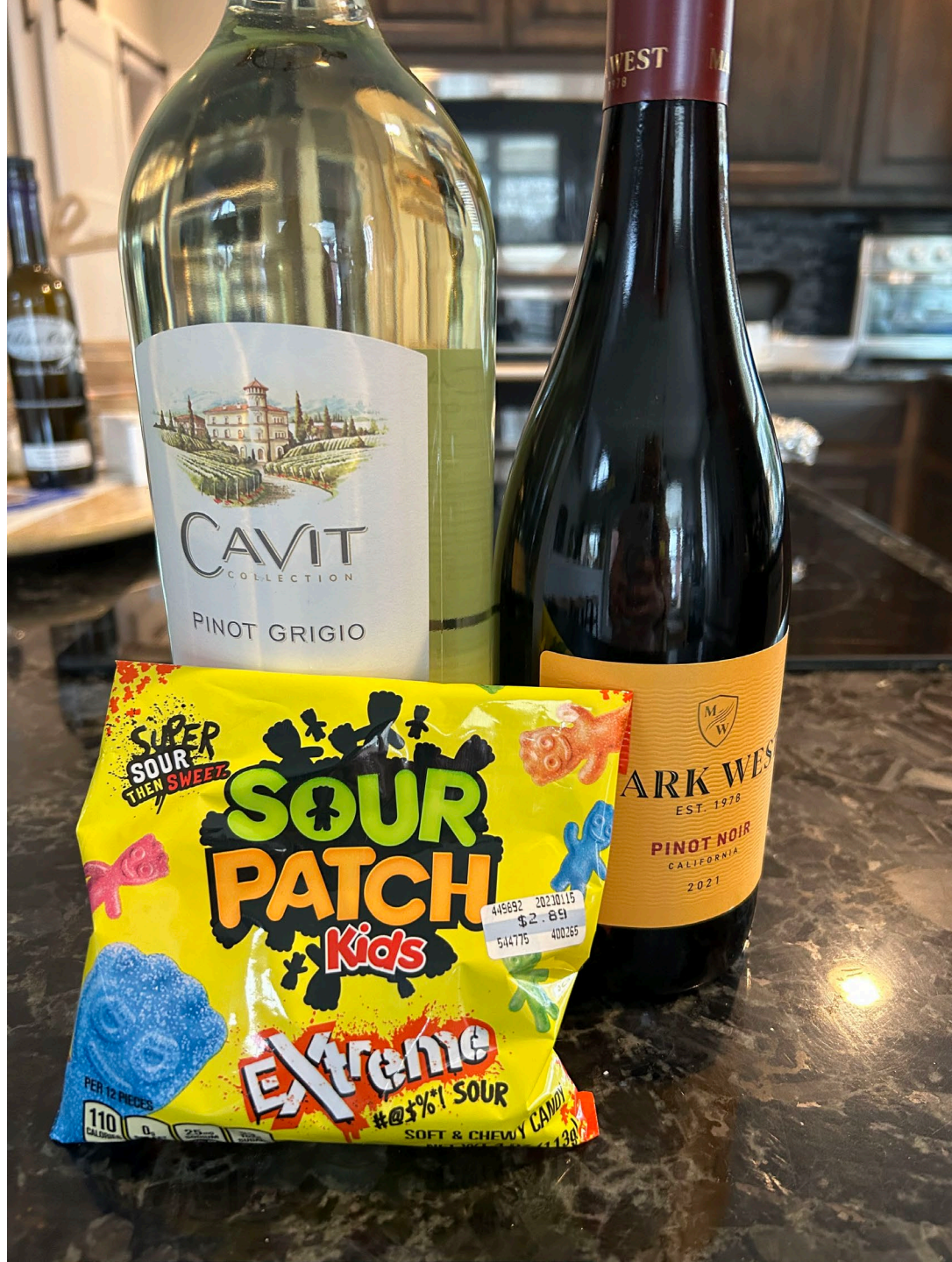


ICE STORM WARNING has been issued for western DFW
and winter storm warning for North Texas





“What are the chances
I fall and hurt myself
trying to walk
to Yates?? 🤔”

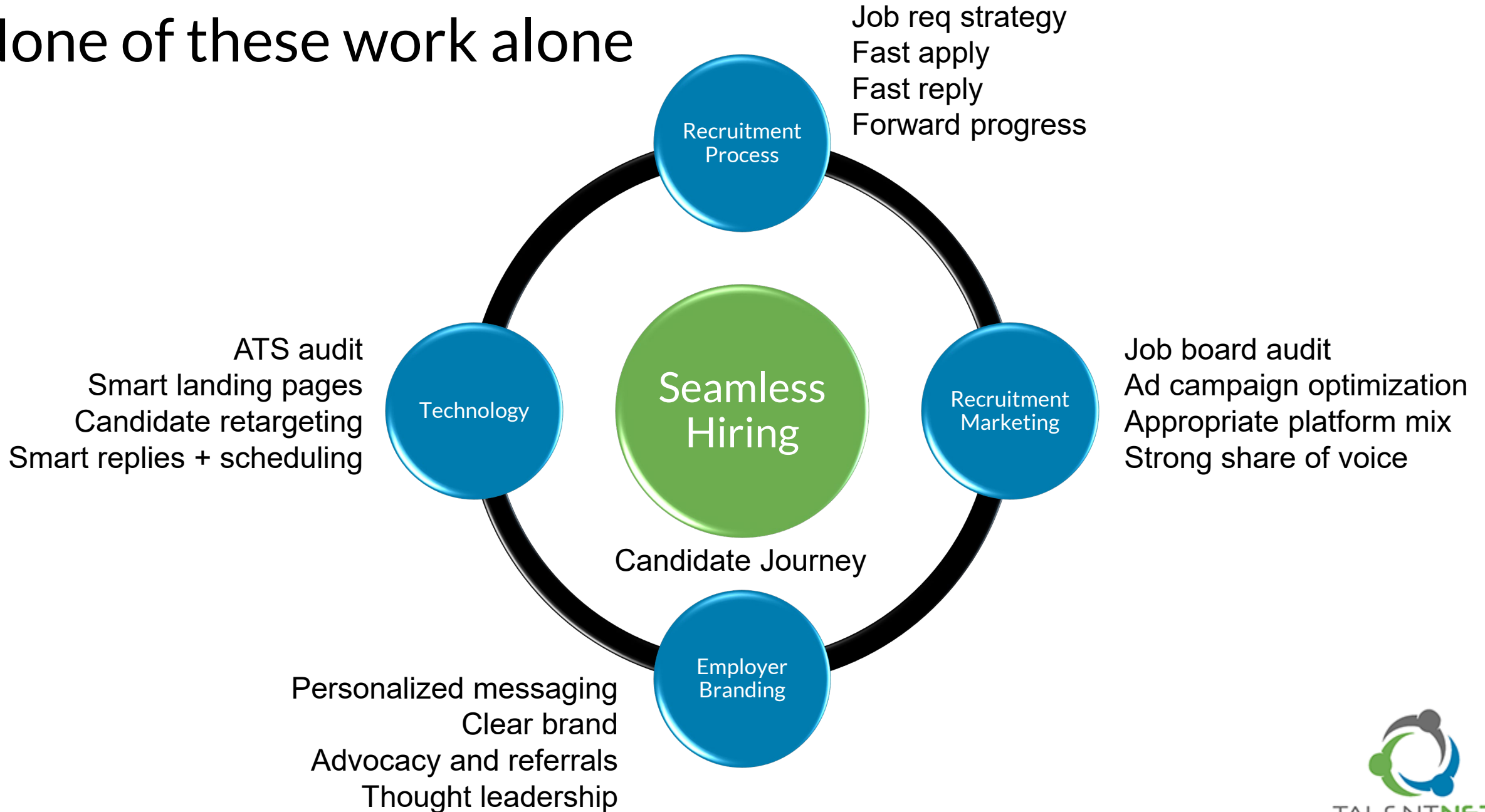


“Great success!”

@fishdogs



None of these work alone



*U.S. workers spend an
average of **2.9 hours per 8-
hour workday** doing non-
work-related activities*



Empathy Map

—What do they
THINK AND FEEL?

what really counts



major preoccupations



worries and aspirations



What do they
—HEAR?—

what friends say



what boss says



what influencers say



What do they
—SEE?—

environment



friends



what the market offers



—What do they
SAY AND DO?

attitude
in public



appearance



behavior
towards others



PAIN

fears



frustrations



obstacles



GAIN

"wants"/needs



measures of success



obstacles





CANDIDATE PERSONA

ANDREA MARTIN, Registered Nurse,
8+ Years of Experience

Registered Nurse, RN

ALTERNATIVE JOB TITLES

Dialysis Nurse, Dialysis RN, Acute Dialysis Nurse, Acute Dialysis RN, Peritoneal Dialysis Nurse, Peritoneal Dialysis RN, Home Dialysis RN, Acute Care Dialysis RN, Renal Dialysis Nurse, “RN,BSN”

How we can target this persona

- Storytelling through Facebook ads and Facebook groups, Twitter, YouTube, Instagram, Glassdoor, and LinkedIn
- Target nursing schools / alumni groups – Networking events, working with the schools, lunch and learns, and career fairs
- Spotlight stories for the role with actual employees and employee advocacy through social networks

Experience, Education, & Certifications

Experience*: 5+ years of experience with most at 10+ years for those specializing in dialysis. **Degrees & Education:** Largest percentage of nurses have associates or Bachelor degrees with specialization in nursing, nursing science, registered nursing, nursing administration and Clinical Nursing, Psychology, Biology, Health/Health Care Administration/Management, Family Nurse Practitioner **Common Certifications:** Registered Nurse, Advanced Cardiac Life Support (ACLS), Basic Life Support (BLS), CPR, Certified Dialysis Nurse (CDN), Certified Nephrology Nurse (CNN), CNA, CCRN, PALS

Skills, Interests, & Attitudes

Service-oriented, caring, and purpose/value-driven in career. Naturally people-oriented, empathetic, and a ‘giver’ who wants to make a difference in this world through work. Team-player, collaborative, and lifetime learner with a growth-mindset. Active mobile-user. Oriented toward volunteerism and the following interests: Health and fitness, education, children, cooking, human rights, movies, music, reading and travel. Skills in nursing, healthcare, BLS, ACLS, patient safety, customer service, patient education and advocacy, acute care, critical care, leadership, research, and Microsoft office – Word, Excel, and PowerPoint.

JOB PREFERENCES

Common Pain Points

- Long hours and burn-out due to short-staffed departments OR not enough hours depending on the clinic
- Benefits costs are too expensive related to cost-of-living
- Low pay/salaries, difficult to get raises or pay increase
- Lack of work-life balance for inpatient clinics /negative cultures / micro-management/ management teams that don’t have RN or healthcare-related experience, physical demands

“Must Haves” in Job

- Work-life balance*
- Competitive compensation and benefits including mental health wellness
- Positive company and team culture

“Nice to Haves” in Job

- Minimum guaranteed hours each week
- Leadership opportunities
- Work-life balance*
- Meditation and Mental Health apps**
- Emotional support animals**

BEHAVIOR

Goals/Motivation

- Willing to change for the right opportunity
- Great pay, benefits, and work-life balance
- Positive company culture with opportunities for growth
- Purpose, value, and respect in the work environment

Job Search Behavior

Actively looking and networking on: LinkedIn, Indeed, Glassdoor, Simplyhired, Nursing agencies, allnurses.com, American Nurses Association, Jobs for Nurses, Dialysis Networking Group, Nephrology Networking Group, RNjobs.com, Dialysis Career Networking Group, TheRNNetwork.org, Recruit A Nurse, American Society of Nephrology Professionals, AMS Renal Dialysis Recruiters, RegisteredNurse.com, DaVita Careers, Alumni Networks – Job Boards

Where Spend Time Online & Preferred Communication/ Interview Methods

- YouTube, Facebook, LinkedIn, Pinterest and Twitter Mobile-oriented.
- Outreach: Text and email
 - Screening: Online or Phone
 - Interview: Online or In-person

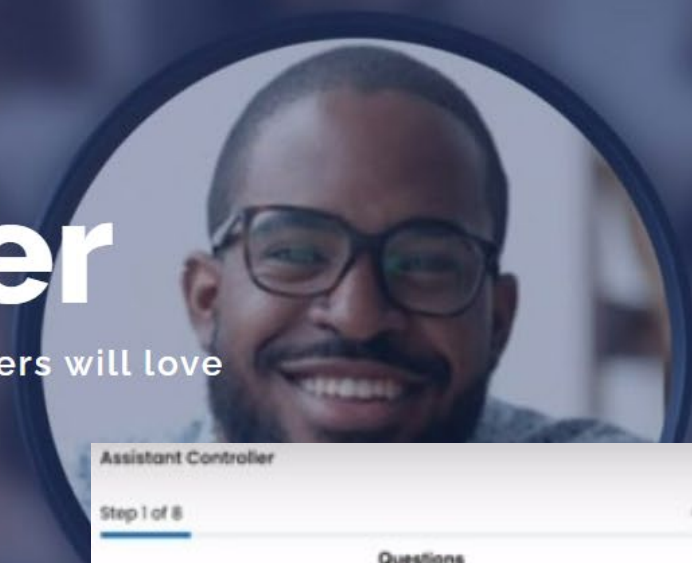
Screen Smarter

Instantly **KNOW** which candidates your hiring managers will love

GET STARTED

LEARN MORE

Match



Assistant Controller

Step 1 of 8Question 12 of 14

QuestionsReferral >

Required

How many years of experience do you have directly managing (e.g., hiring, training, coaching & developing, etc.) a team of accountants?

Zero, I have never directly managed a team of accountants

Less than 2 years

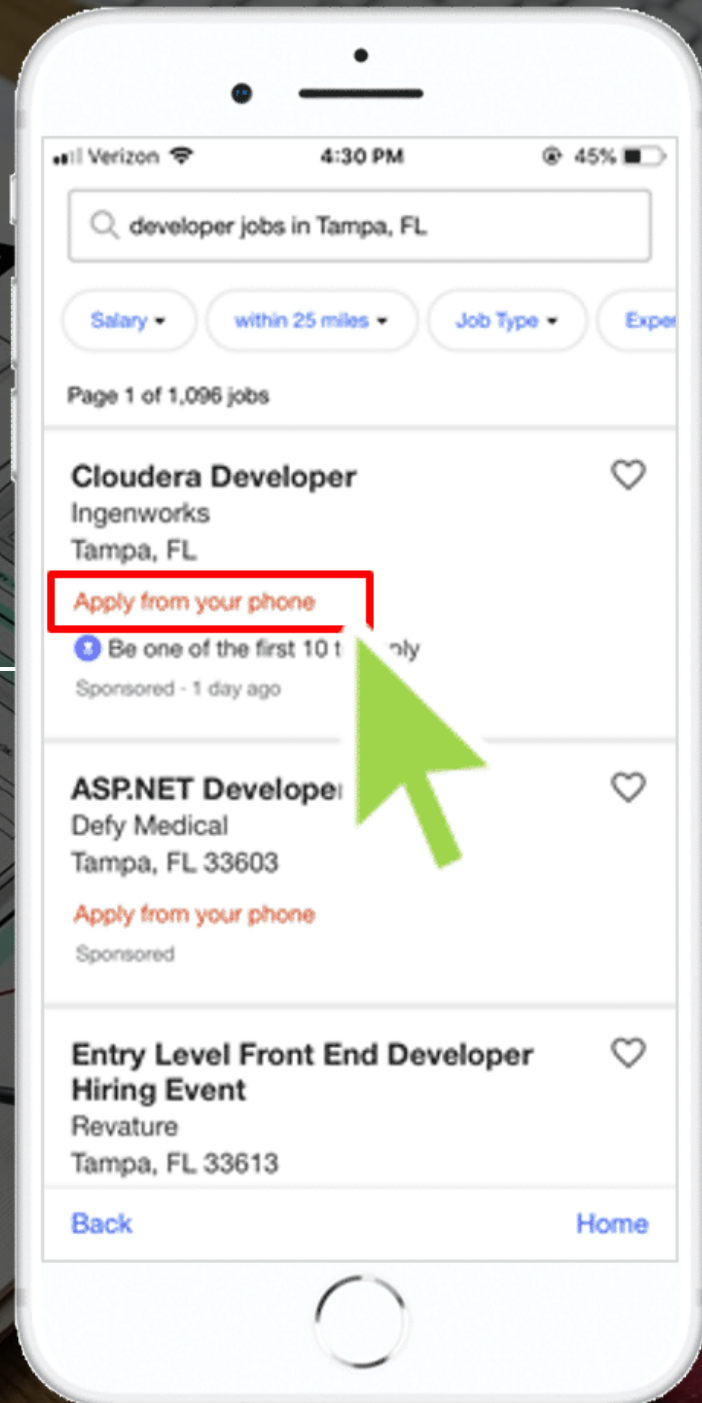
2 - 4 years

5+ years

PreviousNext

KNOCKOUT QUESTIONS?

- Indeed Easy Apply (no screening)
- Integrated Apply (Jobsync Screening)
- ATS Apply Path (Bad CX)
- Indeed off-site (Landing Page Custom Screening)

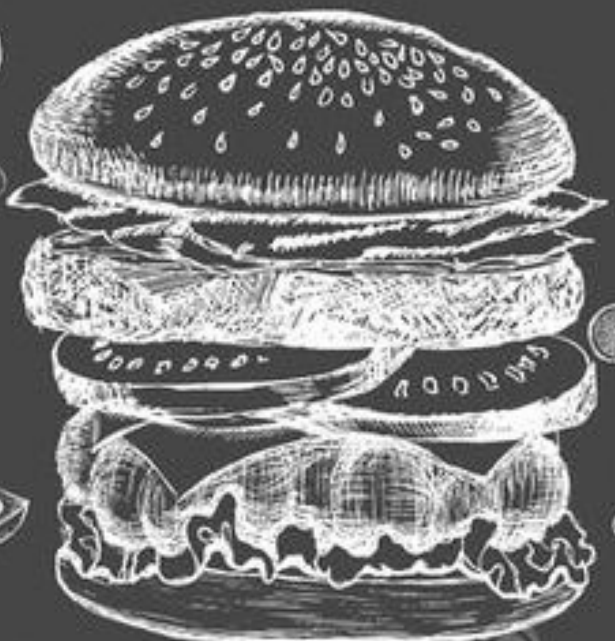


BURGERS

Mushrooms, tomatoes, cheese,
peppers, olives, mushrooms,
tomatoes, cheese, peppers, olives
00 000\$ / 00 000\$

Cheese, peppers,
tomatoes, cheese,
00 000\$ / 00 000\$

Mushrooms, tomatoes,
peppers, olives, mushrooms
00 000\$ / 00 000\$



DRINKS

Fresh juice

orange, carrot, apple,
pineapple, banana
00 000\$ / 00 000\$



PIZZA

Mushrooms, tomatoes, cheese,
peppers, olives, mushrooms,
tomatoes, cheese, peppers, olives
00 000\$ / 00 000\$

Cheese, peppers, olives, peppers,
tomatoes, cheese, olives
00 000\$ / 00 000\$

CHOOSE TOPPINGS

mushrooms, tomatoes, cheese,
peppers, olives



menu

SEAFOOD

Shrimps, peppers,
tomatoes, cheese
00 000\$ / 00 000\$

Octopus, peppers,
tomatoes, cheese
00 000\$ / 00 000\$



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We're hiring
Landscape
Crew Members

Apply Now Scan



Or text "job" to
214-394-0909




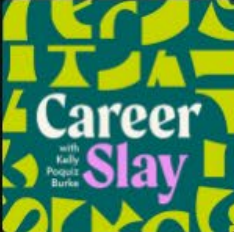




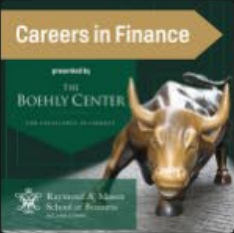





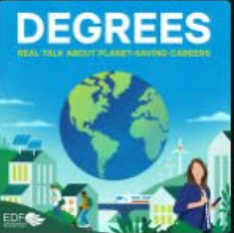











There are over 5000 podcasts about careers

[Hubspot's Guide to Podcast Advertising](#)

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 <p>Careers in Finance Raymond A. Mason School of Business [...]</p>	 <p>The Career Conte... Dear Media, Lauren McGoodwin</p>	 <p>Happen To Your C... Scott Anthony Barlow</p>	 <p>The Marketing Ca... Erik Harbison</p>	 <p>People Behind the... Dr. Marie McNeely, featuring top scientis...</p>	 <p>Career Therapy Career Therapy</p>	 <p>Degrees: Real talk... Yesh Pavlik Slenk</p>	 <p>The Career Conte... Dear Media, Lauren McGoodwin</p>
 <p>The Teacher career coach PODCAST #FORMER TEACHER</p>	 <p>AVIATION CAREERS PODCAST</p>	 <p>Career Talk Linda G. Hines Hosted by Stephanie Dennis</p>	 <p>conservation careers</p>	 <p>SCM TALENTGROUP PODCAST</p>	 <p>CAREER CHANGE ADVICE WITH DR. JON TAM</p>	 <p>SPORTS PODCAST with host BRIAN CLAPP VP of Content and Engaged Learning WorkSports</p>	 <p>THE GAMING CAREERS PODCAST with PETE WILSON BEN GARDNER</p>

Job Description Transformation

Speak

- Speak directly to your job candidates with “You” language upfront.

Remove

- Remove acronyms and internal jargon

Replace

- Replace bias words with unbiased terminology

Optimize

- Optimize your job titles with key words



Bias Terms

Age Bias

“digital native” (“familiarity with video games” is better)

LGBTBQ Bias

“his/her” (“their” or “your” are better)

Gender Bias

“agressively” (“committed” is better)

Disability Bias

“speak” (“communicate” is better)



what does craig fisher say about job descriptions?



Craig Fisher, an HR and Recruitment expert, says that job descriptions should clearly define the tasks, responsibilities, and requirements of a role, while also being flexible enough to allow room for growth and development within the position. He also advocates for using plain language in job descriptions and avoiding vague, overly-broad language.



Does he say anything about bias?



Yes, Craig Fisher says that job descriptions can contain implicit bias and suggests that companies should take steps to eliminate unconscious bias in job descriptions. This can be done by using gender-neutral language, avoiding overly prescriptive language, and having a diverse group of people review the language used in the job description.





AI Writing Tools

ChatGPT is GREAT

Jasper is good but \$\$\$

Rytr is good and NOT \$\$\$

Wordplay good for long form

Hyperwrite is pretty good

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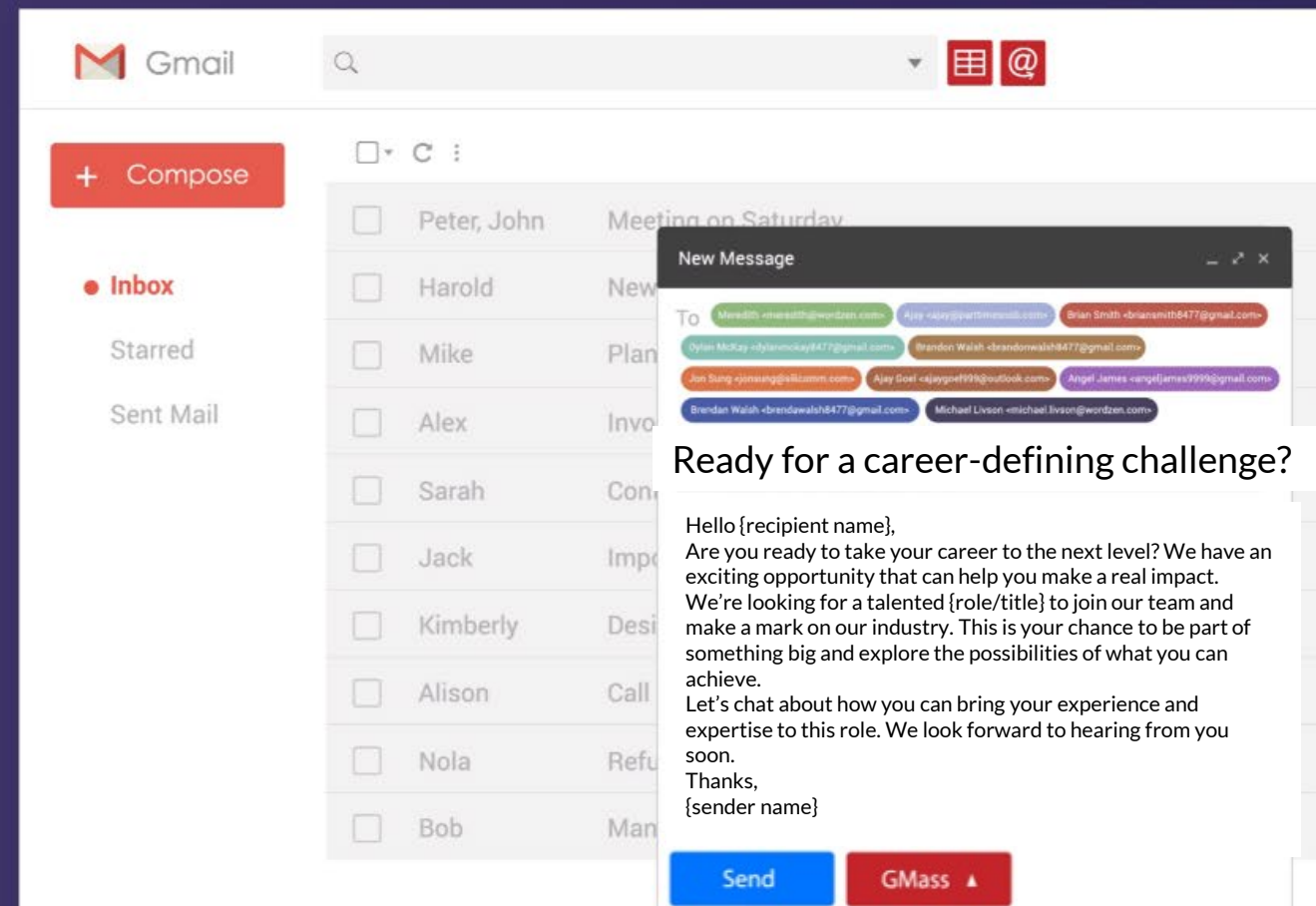
A mass email service inside Gmail

Get the highest open rates you've ever seen.

[Add to Gmail](#)

GMass requires Chrome

★★★★★ 5-star reviews from 200,000+ happy users



Used by employees of:

More tools

Temply

CapCut

Canva

Link
Gopher

GetMagical

Quit
kicking
the can
down the
road



Healthcare Staffing

August to November

Implemented
Chatbot Apply

Integrated with ATS
and hundreds of
recruiter calendars

Optimized ATS
functionality and
vendor relationship

Implemented CRM

Implemented video
platform

Solved source
tracking

Workday
integration

Huge data transfer
from old ATS to new
ATS

Stood up ATS
Portals for multiple
franchise groups

Optimized
Recruitment
Advertising partner
and campaigns

Sourcing training for
all recruiters

Linkedin profile and
social media training

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You care for our clients, we care for you.

When you join our team, you'll get great benefits and the support you need to succeed. Find a caregiver job in your area and build your career.

[Join us!](#)

Hi, thanks for stopping by. TheKey is proud to offer the best in home care service to our clients as well as an outstanding employment experience for our caregivers. We're excited that you're here and would love to get to know you a little better. Let's start out with asking a handful of the basics.

Are you interested in applying for a caregiver job?



Yes!



Great! 😊 This should only take 3-5 minutes. What's your first name?

Type your reply

Send

Prove It



Your #1 metric should be accurate conversions



Thank You!

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