

## ***“Boolean Schmoolean”***

- By Paul Siker, CEO, Advanced Recruiting Trends

Regarding the title of this article, let me assure you that I mean no disrespect towards George Boole, the English mathematician credited with formulating key ideas around logical inference. Boole’s name, of course, is the prefix of Boolean, as in “Boolean search strings,” those snippets of keywords, operators, and other commands integral to internet-based sourcing. Let me also acknowledge that I don’t mean any disrespect to the many capable practitioners of Internet-based, Boolean Search. After all, the ability to uncover high-quality candidate prospects (passive or active) via any means is an essential function within proactive recruiting.

Over the years, like so many of my peers, I have experimented with creating search strings of virtually every description as a key component of the candidate identification and acquisition processes. And, like so many of my peers, sometimes my searches have yielded nuggets of gold (providing a true sense of triumph). At other times my searches have generated far less desirable results, leaving me wondering, “*Did I write that %#\$#@!% search string correctly?*”

Several months ago, a colleague asked me if I had ever used a tool called AutoSearch (I hadn’t). My friend, an Executive Recruiter in Michigan, gave me a short and intriguing demo of the tool. I subsequently reached out to the company’s founder, Lori Fenstermaker, to learn more about AutoSearch. After playing around with AutoSearch for a bit, I became far more than simply intrigued, I found myself completely impressed.

For lack of a better description, AutoSearch is as much a search automation tool as it is a search aggregation tool. At its very essence, AutoSearch has been designed to make the actual process of writing Boolean search strings transparent to users (as in easy for people like me!). Simply plug in geographic parameters, input a few key words, and *WHAM!* AutoSearch goes to work interrogating a spectrum of web domains, and search engines and displays the results of your query in a consolidated dashboard.

Leveraging metasearch algorithms, AutoSearch simultaneously pings Google and Yahoo while also accessing sites like LinkedIn (profiles with names both outside and in your network), Zoom, Plaxo, Xing, Spoke, Jobster, Ning, Craigslist, Twitter, Facebook, and MySpace to find relevant hits that align with keyword and geographic criteria. But that’s just the tip of the iceberg – AutoSearch also gives you access to resumes that have been posted on the web. It allows you to target specific companies, Flip or X-ray sites, drill down on blogs, and so much more than I can describe here.

It’s like a big centralized sourcing toolkit in one location, with an intuitive and easy to use dashboard. Best of all, AutoSearch also provides an organizational capability that lets you “bookmark” or segregate search results into distinct Position Categories or Projects. So, you do your research, save the desired individuals you wish to contact into a Project Folder, and export this data to an excel spreadsheet for further action (i.e.: Introductory Calls!).

For me, the time savings associated with not having to build multiple queries at an array of different web locations is invaluable, as is the consolidation of search results, and the ability to bookmark relevant prospects into distinct Project Folders. And, in the spirit of Web 2.0, AutoSearch has just released an App for the iPhone that truly brings form and function to mobile sourcing. Imagine going to an offsite meeting with a hiring authority to learn about one or more new positions and being able to pull up and discuss prospective candidate profiles IMMEDIATELY! Nothing wrong with bringing a little value-add to a hiring authority, right?

In my role as a consultant and trainer, my clients (both In-House and 3<sup>rd</sup> Party environments) are constantly looking for an edge. It’s not every day that I encounter a product that actually provides real value while creating measurable efficiencies. With respect to AutoSearch – call me impressed, and call me someone who no longer needs to wonder or worry about my own deficiencies at constructing search strings – which is why I can now respectfully say, “*Boolean Schmoolean.*” Interested in checking out or doing a demo of AutoSearch? Go to: <http://www.getautosearch.com/linkup>