Summarised Transcript of ATC HangOut with Shannon Pritchett

Who is Shannon Pritchett?

Shannon

I'm currently editor of SourceCon, we are a sourcing news publication. Just like ATC we have some conferences here in the United States. Apart from that I work as a manager of global sourcing for ManpowerGroup and I've been involved in the sourcing world for about 11 years, in Texas.

On modern recruiting and automation

BK

We've heard a lot about automation, chat bots, and AI. What does this mean for a modern recruiter?

Shannon

I started sourcing 10 and a half years ago in 2006, and have been hearing a robot will take my job since then and we've all survived. It's starting to become a reality that certain parts of the job can be automated. I don't think it's a bad thing, I think it's a good thing. Recruiting and sourcing are very, very busy aspects of Talent Acquisition, especially as sourcers who have to do a lot of scheduling and research.

At the end of the day the main focus of the actual sourcing process, it's hard to get caught up in the age of automation, to be honest, because there's so much we have to do. So when I look at automation, I see it as finding ways to streamline our process. We're going to be better at scheduling, better at matching talent, and it's really exciting because we get to start concentrating on what will make our job better and what could further benefit a candidate, which is our goal at the end of the day.

On managing issues presented by automation

BK

As a recruiter, how can someone prepare themselves for the inevitable rise of the machines?

Shannon

At the 2015 SST conference, I said "if you act like a robot you will be replaced by one" and that holds true today. It seems over the years we've lost the ability to be human. We rely more on email than phone conversations, we rely more on spamming candidates than personalisation. I find it ironic that we can have a conference and talk about personalisation and people are so interested, when it's just being personal, being human. People are so interested by who we are as humans and now's our change to age this little bitty thing that'll make the difference between a regular and senior source.

It's not about your ability find talent faster or to close a candidate, it's your ability to better engage that candidate, strike their interest. I feel if you add that personal touch you're adding a whole better experience, obviously, and that's how we can really survive nowadays. Machines, robotic automation, will make our jobs easier, no doubt, but if you have 100 people on your sourcing team, for example and you're committing tools and technology to make your job more efficient we have to take a look at doing things to make our jobs more reliable and effective which isn't necessarily going to be scanning candidates or scheduling interviews or doing other basic things that take so much time out of our day.

I think recruiters and sourcers need to pay attention to how they can be effective in going back to skills our industry started on. Personalisation, humanisation, building trust with candidates, right? Are candidates going to want to talk to a chat bot or a recruiter? I think we know the answer to that. This is definitely our time to work on our interpersonal skills and I think that's a good thing.

On speaking at SST17

BK

You'll be speaking at SST17, can you tell us a little bit more about what we can expect from you this year?

Shannon

In 2015 we introduced the idea of time saving sourcing techniques, automation, a little bit of personalisation. Now with robots I'm going to concentrate on what's available in the market, what does AI look like for sourcers? How can we better prepare? That kind of stuff we do on a day to day basis that will better ourselves as sourcers in an age of AI. I'm not going to concentrate so much on finding candidates or pulling rabbits out of the hat, but what's to come, how can we improve now, which will make us better available for the changes we'll see this year and the next.