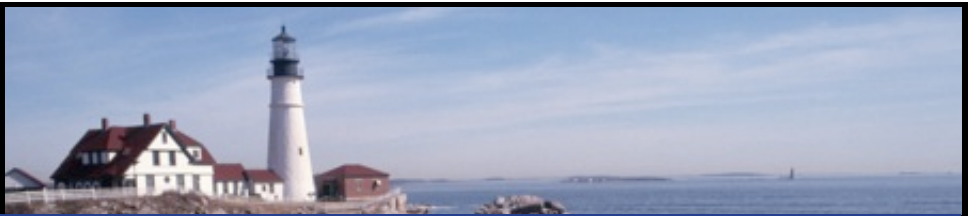




**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization <sup>SM</sup>*


*Open Line*

**Guest,**

**Welcome to:**

## **Advanced Sourcing - Getting Top Talent Through Social Network Recruiting**

Presented by  
Lighthouse Consulting Services, LLC

To print program slides, click here: 



**Featured Guest:**

Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**

Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of [Cracking The Personality Code](#)**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

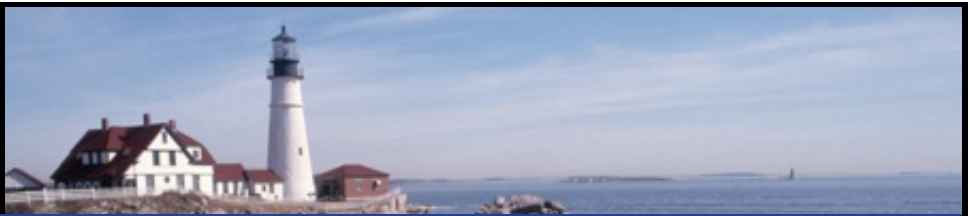
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Social Recruiting Circle of Life

- Broadcast Your Job
- Publish and Push Content to Talent Pools
- Target Specific Candidates
- Nurture Candidate Relationships



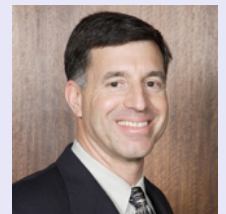
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

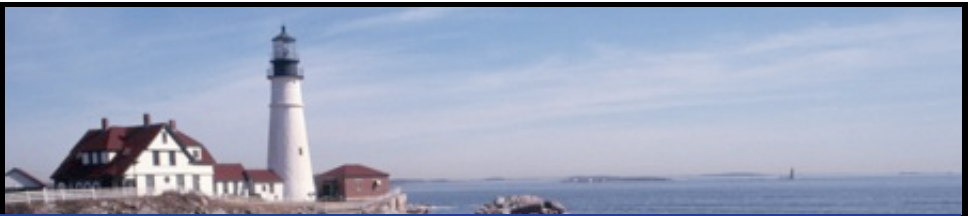
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC

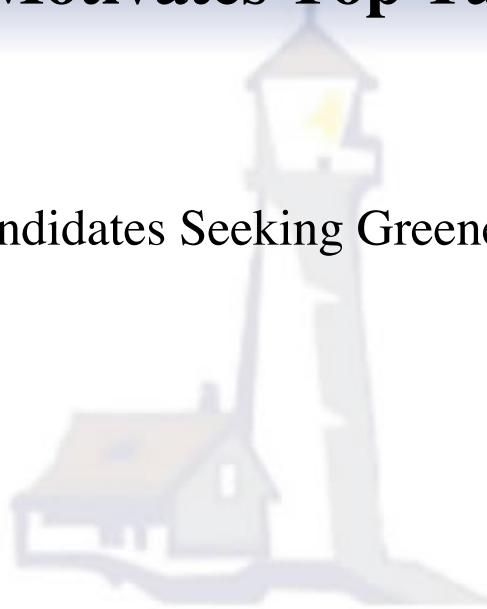


*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## What Motivates Top Talent?

- Opportunity
- Percentage of Candidates Seeking Greener Pastures
- The LIB Curve



2



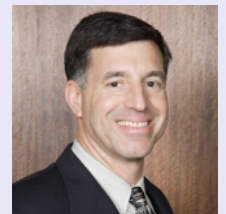
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: *You're Not The Person I Hired*

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of *Cracking The Personality Code***

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

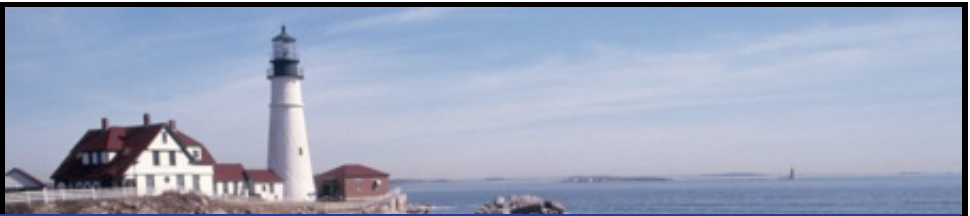
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC

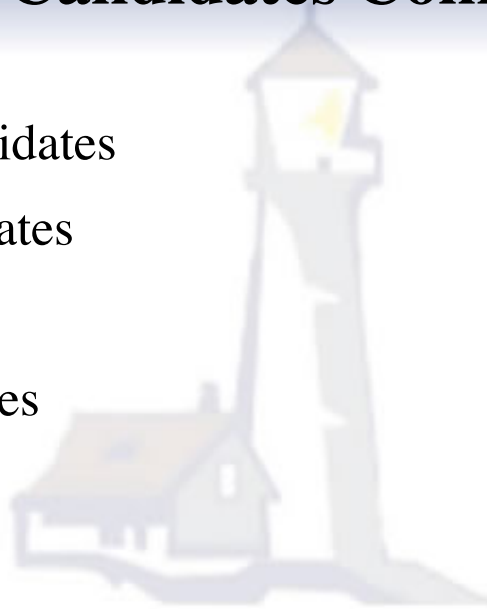


*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Where do Candidates Come From?

- Aggressive Candidates
- Selective Candidates
- Non-Candidates
- Sleeper Candidates



3



**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

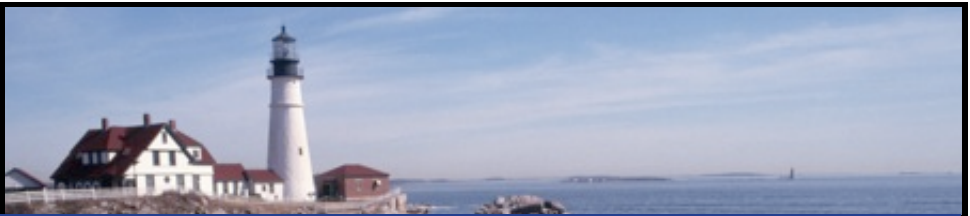
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Compelling Marketing Statement

- Headline
- Challenging Question
- Vision
- Success Factors



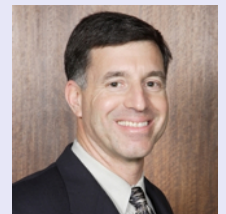
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

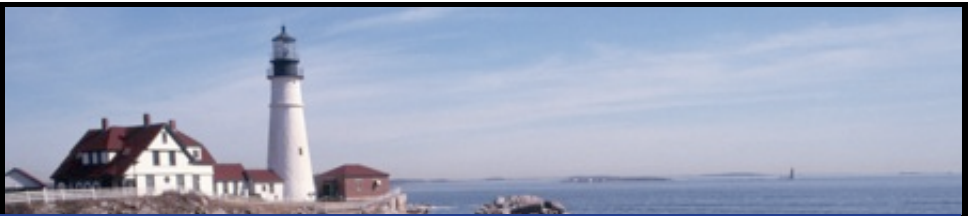
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC

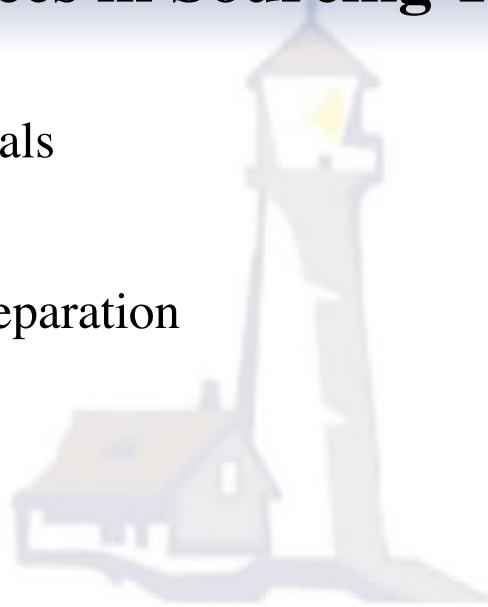


*Bringing effective **insight**  
to your organization <sup>SM</sup>*

*Open Line*

## Best Practices in Sourcing Top Talent

- Employee Referrals
- Advertising
- One Degree of Separation



**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: *You're Not The Person I Hired*

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of *Cracking The Personality Code***

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

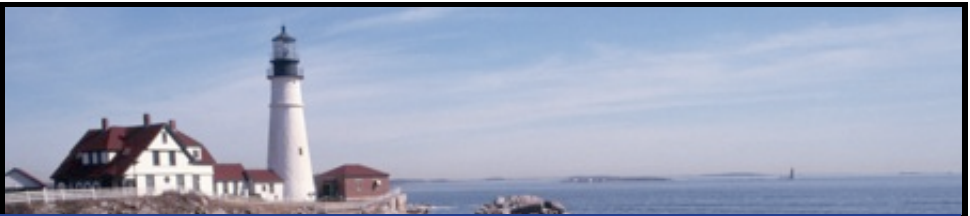
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Social Recruiting Infrastructure

- Applicant Website
- Register Company Account on Social Media Sites
- Applicant Tracking System
- Email Broadcasting Service
- Get all your employees involved-training
- Name a Czar for Social Recruiting

6



**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

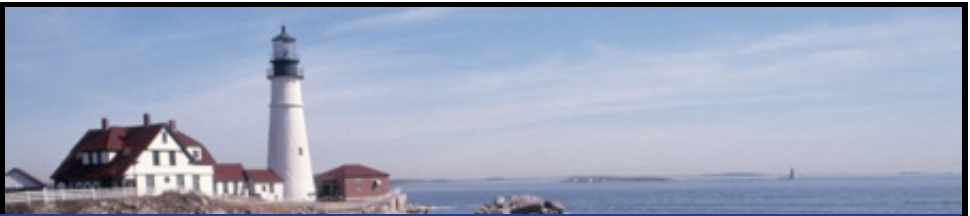
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## High Volume – Low Touch - Broadcasting

- Generic and Specialty Job Boards
- LinkedIn Discussion Groups
- Employee Networks on Facebook, Twitter, and LinkedIn
- Post to Company Pages on Facebook, Twitter, and LinkedIn



**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

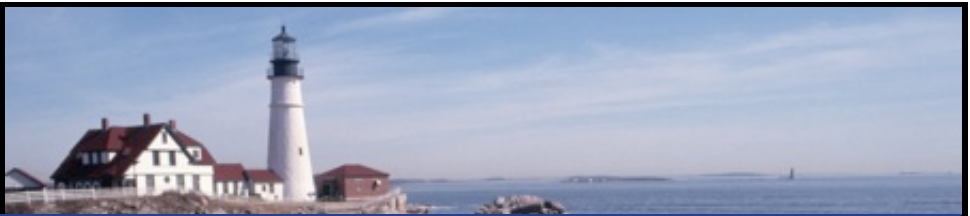
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization <sup>SM</sup>*

*Open Line*

## Publish to Talent Pools

- Share Content about Careers/Company Events
- Publish to Discussion Groups on LinkedIn
- Publish to Company Page Followers on LinkedIn/Facebook
- Publish to Twitter/Google Plus
- Email Blasts to Segmented Candidate Pools in ATS



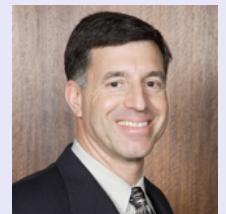
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

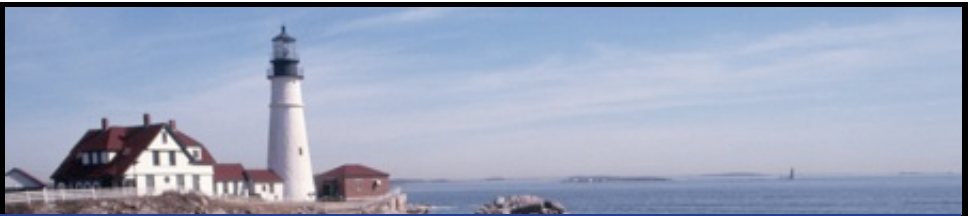
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective insight  
to your organization SM*

*Open Line*

## Target Specific Candidates

- Target Competitors
- Search on LinkedIn
- Specific Messages through ATS
- 7-8 Messages to Engage
- Ask for Referrals



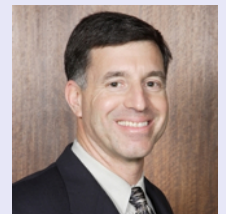
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

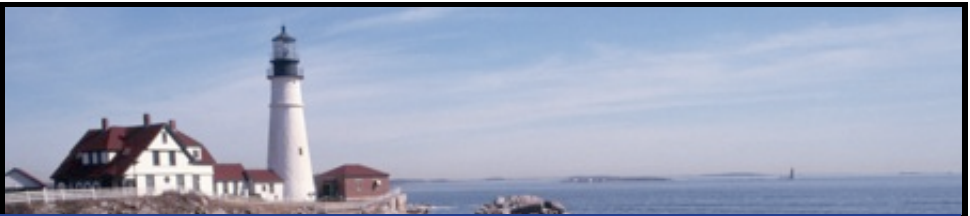
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Social Recruiting Circle of Life

- Broadcast Your Job
- Publish and Push Content to Talent Pools
- Target Specific Candidates
- Nurture Candidate Relationships

 10



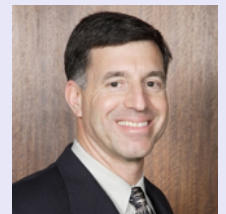
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

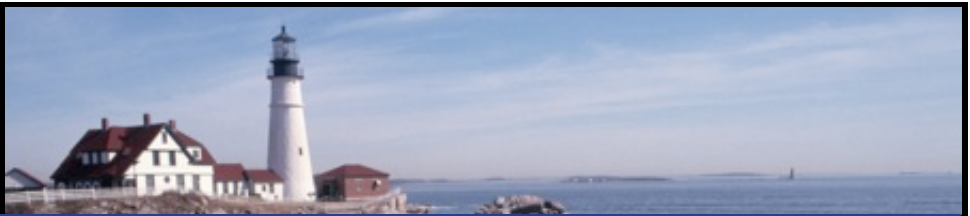
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Social Recruiting Requires Active Presence

- Blogging, Tweeting, Facebook Postings, LinkedIn Activity
- Get your employees involved
- Publish employee stories



11



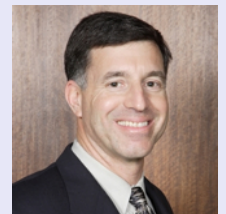
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringolutions.com](mailto:barry@impacthiringolutions.com)  
Website: [www.impacthiringolutions.com](http://www.impacthiringolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

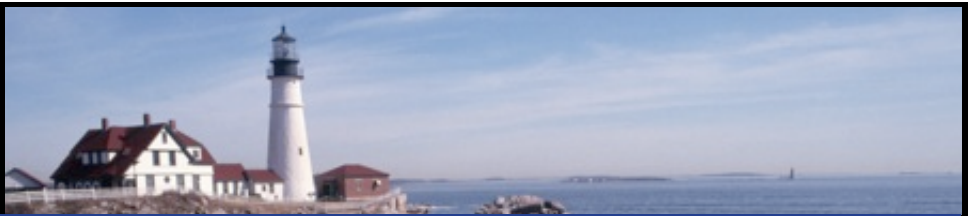
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization **SM***

*Open Line*

## Make Social Recruiting Circle a Process

- Develop a SFS/CMS
- Broadcast Your Job
- Publish and Push Content to Talent Pools
- Target Specific Candidates
- Nurture Candidate Relationships
- Get Referrals from Candidates
- Great People Pop out the Bottom of the Funnel

 12



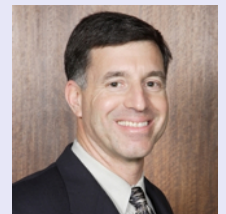
**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: [You're Not The Person I Hired](#)

Phone: 310-502-5313  
Email: [barry@impacthiringsolutions.com](mailto:barry@impacthiringsolutions.com)  
Website: [www.impacthiringsolutions.com](http://www.impacthiringsolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**

Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

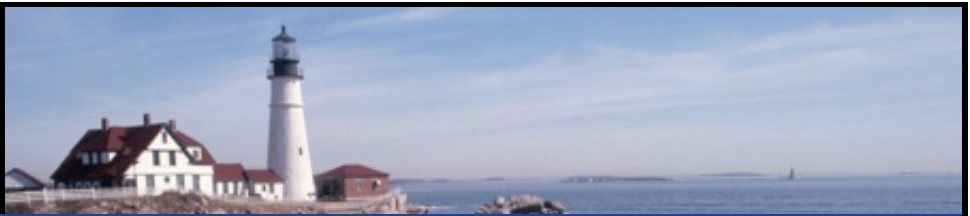
3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



**LIGHTHOUSE**  
Consulting Services, LLC



*Bringing effective **insight**  
to your organization <sup>SM</sup>*

*Open Line*

**Thank you for attending today's program:**

**Advanced Sourcing - Getting Top Talent Through Social Network Recruiting**

[Click Here](#) to contact our Featured Guest directly.

Click on [this link](#) to sign up for our upcoming Open Line:  
Listening Is More Powerful Than Speaking

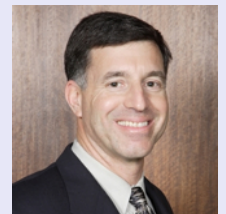
Presented by  
Lighthouse Consulting Services, LLC



**Featured Guest:**  
Barry Deutsch  
Executive Recruiter  
Co-Founder of IMPACT Hiring Solutions  
Author: *You're Not The Person I Hired*  
  
Phone: 310-502-5313  
Email: [barry@impacthiringolutions.com](mailto:barry@impacthiringolutions.com)  
Website: [www.impacthiringolutions.com](http://www.impacthiringolutions.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse Consulting Services, LLC  
**Author of Cracking The Personality Code**  
  
Phone: (310) 453-6556, ext. 403  
Email: [dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)  
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550  
Santa Monica, CA 90403  
T 310.453.6556  
F 310.828.6987

[reception@lighthouseconsulting.com](mailto:reception@lighthouseconsulting.com)

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance