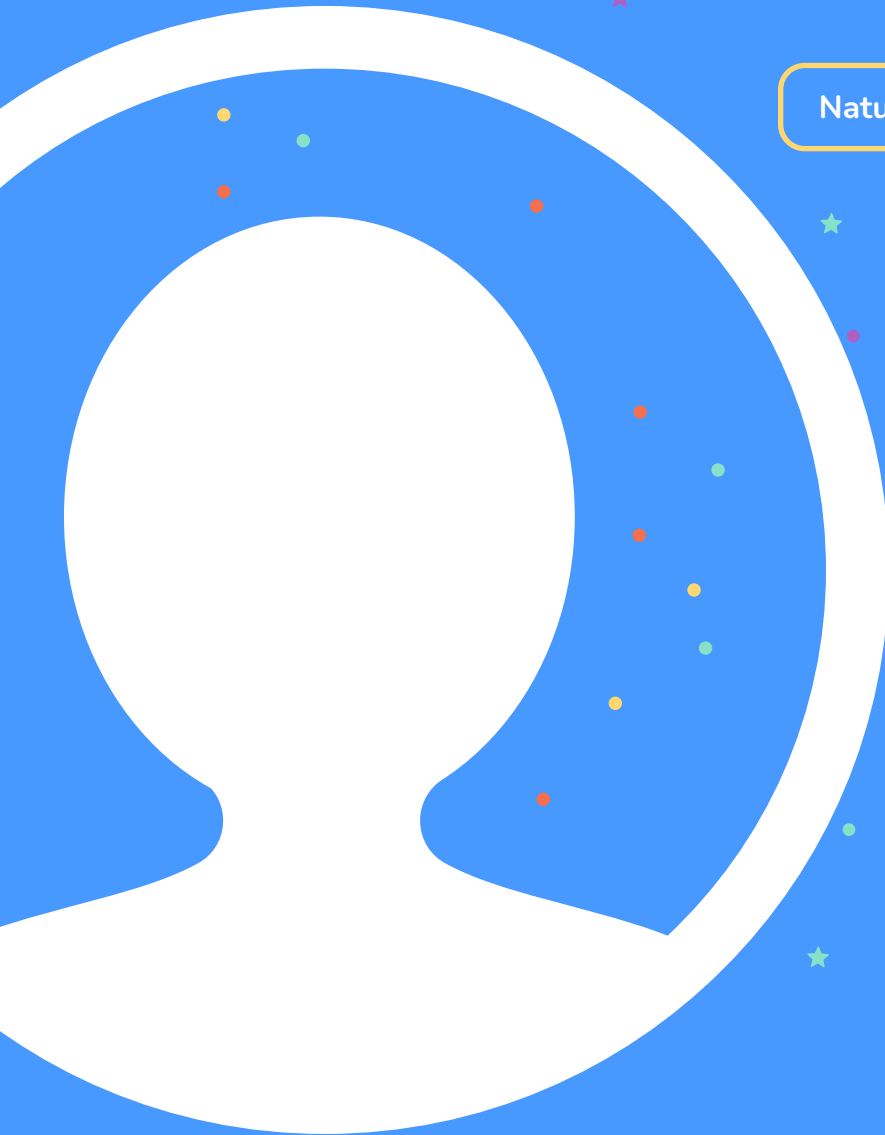


# How to Find and Hire Superstar Talent

With Attribute-based Sourcing



Natural leader

Published

Thought leader

Past founder

Embodies company values

Open source contributor

Go-getter

Meets + exceeds goals



The latest advancements in automation, artificial intelligence, and attribute-based searching have completely transformed the way candidates can be sourced.

**Advancing from the mailroom to the boardroom isn't just a movie plot. Real people like Ginny Rometty (IBM), George Hu (Salesforce), and Abigail Johnson (Fidelity Investments) all started in the mailroom or similar entry-level roles and worked their way to the C-suite.**

How? By tapping into intangible qualities like determination, creativity, and perseverance to complement their education, skills, and training, and to propel their career advancement. Regardless of their rank or role in a company, superstars are often defined by qualities such as these – qualities you would never be able to identify from resumes alone.

### 👉 **How do you distinguish 'superstar' talent?**

Yes, it's true: for some highly specialized roles, an advanced degree or specific skill carries the most weight when filling an open position. But talent teams know that, for most roles, attitude and experience is everything. Likewise, an individual's intrinsic traits significantly impact their ability to succeed in their role, thrive within a particular environment, navigate challenges, and help the company hit new milestones. Sure, companies clearly seek individuals who can do the job, but they covet superstars who can really move the needle for their business and bring more depth to the table, such as being a go-getter, having weathered the storm of taking a company public, building loyal teams, or being a published thought-leader in the field.

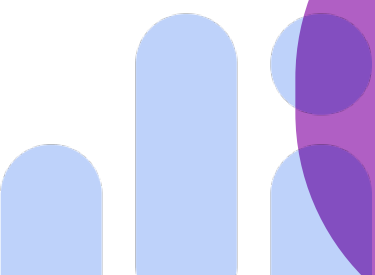
**These traits, or “attributes,” as we like to call them, have a huge influence on the contribution an individual will make to an organization. The right combination of attributes for each role is what makes superstar talent super.**



## Findem attributes: a paradigm shift in people search

Since every candidate has their own attributes – they're people, after all, hiring is about more than searching for specific skills or titles that candidates have written on their resumes.

You have to go beyond resumes to consider each candidate's attributes, including all of their skills, experiences, qualities and characteristics, in order to get a sense of how they'll contribute to the team they're about to join. It's for this reason that Findem has transformed the way that companies can search for and find talent.



So it begs the question: why not recruit team members based on the attributes they bring to the role instead of just keywords on their resume?



# What makes Findem different?

## Get an unbiased, holistic view of every person



▶ Resumes and profiles merely summarize the accomplishments an individual chooses to express about themselves — placing artificial limits on traditional searches.

**Findem enriches resumes and profiles with data from all public sources to present a holistic view of the individual, their contributions, and their attributes.**

## Search for your true candidate 'wish list'



▶ Until now, it was impossible to search based on the 'wish list' attributes that define an ideal candidate, such as diversity, startup experience, and rapid career growth.

**Within seconds of loading an ideal candidate profile -or building your wish list - Findem identifies wish list attributes that otherwise wouldn't be revealed until much later.**

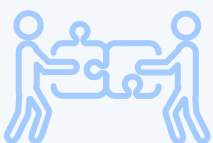
## Scale your talent team on-demand



▶ Without Findem, your top recruiters are likely to fill the top of the funnel at a maximum rate of 40 outreaches per week to new candidates.

**Findem technology never tires and makes any number of outreaches - 50, 5,000, 50,000 - every day, empowering recruiting teams to scale and meet their hiring goals faster.**

## Execute your diversity strategy more effectively than ever before



▶ Findem users can gain analytic insights across any diversity attributes including gender, ethnicity, and veteran status about their own organization as well as competitors and peers.

**Your team can set realistic goals and gain unparalleled visibility into the diversity of your talent pool and pipeline – and prioritize diverse candidates to execute on your diversity strategy.**

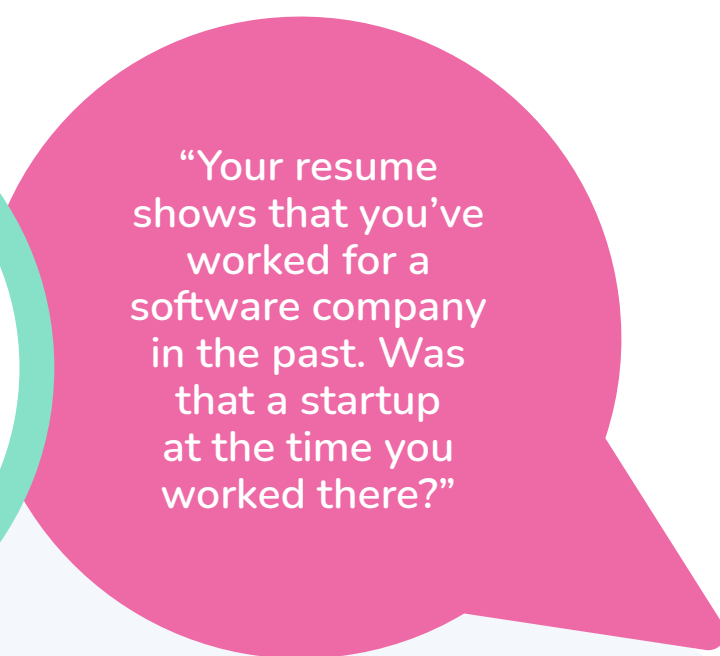


# Why wait for the interview to discover their attributes?


During a typical recruitment cycle, the keywords on a resume determine which candidates progress through the pipeline. The 'right' collection of job titles, former responsibilities, and other buzzwords become the price of admission to a phone screen. Traditionally, that is a recruiter's first opportunity to discover the candidate's true and distinguishing attributes.




"It looks like you've worked on security projects for government clients. Do you have security clearance?"



"Your resume shows that you've worked for a software company in the past. Was that a startup at the time you worked there?"



"I see you worked at ABC, Inc. Were you at the company during their IPO?"



"Were you in the product manager position at ACME when the company launched its flagship product?"

# Your recruiting team can choose their own adventure

This is 'The Tale of Two Hires' and how one fictional company tried two different recruiting methods with wildly different endings.

## Chapter 1:

### The Hypergrowth Company

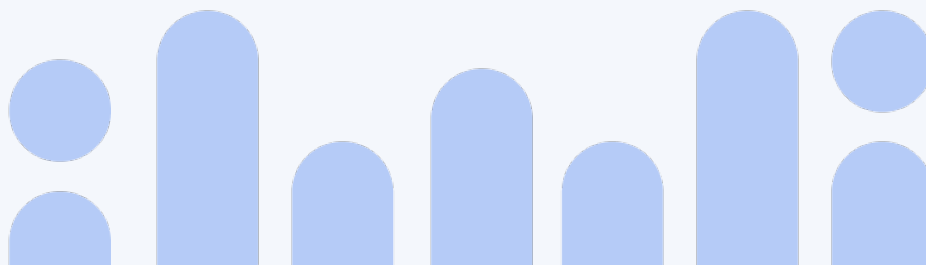
ACME International, Inc. is a fast-growing SaaS startup based in California. ACME just raised their Series C funding and project rapid growth in the next 24 months. To accommodate the growth, ACME will hire 100 people this year across various engineering and go-to-market roles. The team of three in-house recruiters is tasked with filling the candidate pipeline with great quality talent as soon as possible. The team lacks a dedicated, in-house sourcing capability, and they lean on traditional tools like LinkedIn, GitHub and ZoomInfo to support their efforts. The team is overwhelmed by the daunting task ahead of them, but there's no time to waste.

## Chapter 2:

### The First Key Hire

During a planning meeting with the VP of Product, the recruiters are asked to "clone" Mary Smith. As Product Manager for ACME's flagship product, Mary synthesizes customer requirements, develops pricing and positioning strategies, defines the roadmap, liaises with engineering, and evangelizes the product with sales, marketing, and external partners. Mary is considered to be a model employee because she is a great communicator and a consummate "go-getter".

Plus, she has proven success – having shepherded a similar software product from inception to launch and helped it exceed its revenue targets in her last company. The VP of Product also likes her fast career growth in B2B SaaS, and that she previously saw a company through hypergrowth to a successful exit. The product team needs more people like Mary to help them meet their goals.



## Chapter 3:

# Today's Search vs What You Actually Seek

## Traditional keyword sourcing

ACME's team sets up keyword and Boolean searches in LinkedIn based on the terminology used in the hiring manager's job description, such as:

- ✓ Title: Product Manager OR Senior Product Manager OR Director Product AND NOT Vice President Product AND NOT VP Product AND etc.
- ✓ 5-8 years of experience
- ✓ USA
- ✓ Skills
  - > Cloud software
  - > Pricing strategy
  - > Product positioning
  - > Product roadmap
  - > Partnerships

This is where our tale diverges into two parallel adventures: the **traditional sourcing path** and **modern, attribute-based sourcing with Findem.**

VS

## Findem's attribute-based sourcing

ACME's recruiting team loads Mary Smith's profile into the Findem platform to create an ideal candidate profile and then confirms the parameters of the search.

- ✓ Title Attribute: Product Manager
- ✓ Stage Attribute: Hypergrowth Startup (Recent)
- ✓ Role Experience Attribute: 3-5 years of PM
- ✓ Overall Experience Attribute: 5-8 years
- ✓ Location Attribute: USA
- ✓ Skills Attributes:
  - > Cloud software
  - > Pricing strategy
  - > Product positioning
  - > Product roadmap
  - > Partnerships
  - > And many more...

### PLUS Findem's Superstar Attributes:

- + Experience at mid-stage B2B SaaS startups
- + Saw a company through hypergrowth to a successful exit
- + Loyal employee; sees companies through ebbs and flows
- + Started as a Business Analyst, moved into Product Management
- + Worked at a top 10 VC funded startup
- + Repeat hired by unicorn companies
- + Successfully launched an app on Product Hunt
- + Worked on products that contributed to 40% yoy growth
- + Go-getter
- + Thick-skinned and able to deal with change
- + Progressed from Business Analyst to Associate Product Manager to Product Manager in a short period of time
- + Worked on products in [x] space e.g. security
- + Worked in a company highly rated by employees
- + Relationship builder, highly regarded by managers and peers
- + Entrepreneurial spirit
- + Has a blog

## WEEK 1

### MANUAL LIST-BUILDING AND RESEARCH

For several exhausting days, the team uses manual research methods across siloed databases of resumes and profiles, such as LinkedIn and the company's ATS. The recruiters review each profile individually to see if the candidates are a match.

In an attempt to glean more qualitative information, the recruiters cross-reference each profile against sources like Crunchbase to evaluate the candidates' previous employers, their current funding stage, and the stage the company would have been at when the candidate worked there. It is tedious, time-consuming work.

### MANUAL CONTACT FINDING AND OUTREACH

After 7 days, the traditional method yields 59 keyword matched candidates based on the job description. The recruiters use multiple email contact finder tools to acquire personal email addresses for all 59 people. It is more tedious work.

For the next 3 days, the team sends emails to the 59 candidates, copy-pasting the email text into multiple platforms. They wait for responses.

When only 6 candidates reply to the first email, the team spends another week widening the keyword and Boolean search and sending a 2nd round of emails.



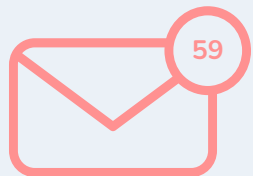
## WEEK 2

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## WEEK 1

### AUTOMATIC SOURCING AND OUTREACH

Findem automatically scans all public sources of information related to 700+ million people, each with 1 million+ searchable attributes. Within 10 minutes, Findem generates a talent pool of 2,500 well-matching candidates who possess the same skills, experience, and attributes as Mary. With one click, the top 100 are shortlisted and their personal email addresses are automatically aggregated. ACME's recruiters launch an automated, personalized campaign to these 100 candidates.



## WEEK 2

### INTERESTED, INTERVIEW-READY CANDIDATES

A week later, Findem's automated campaign — which is capable of sending multiple, personalized messages — has narrowed the candidates to 20 quality matches who are interested in the open position. Interviews are scheduled.

During the interviews, the candidates' skills and attributes are verified and the team focuses on finding the candidates who will add the most value to the team dynamic and corporate culture.





3.5  
WEEKS

WEEK  
3-5

## TIME CONSUMING PHONE SCREENS

Three-and-a-half weeks after starting the search, the team has 20 sourced candidates who are interested in the position. The team begins to schedule phone screens.

During a week of phone screens, the team asks pointed questions to elicit information related to Mary's qualities, such as: go-getter, positive attitude, product launch experience, fast career growth, B2B SaaS experience and hypergrowth to successful exit experience.



## Amazing Findem hire

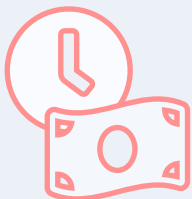
ACME hires their top candidate within just 3.5 weeks. Skylar's demeanor, initial performance, and background are precise matches for what the team sought. This hire was quick, strategic and precise, resulting in absolute confidence that Skylar is nearly Mary Smith's clone in terms of skills AND other attributes.

WEEK  
6

## INTERVIEWS AND THE RACE TO CLOSE

Six weeks into the cycle, only 2 of the 25 screened candidates possess the same attributes as Mary.

Interviews are scheduled for those 2 candidates plus another 5 that seem to have potential, despite not being an attribute match. One of the 2 has already accepted another job offer and the 2nd is not a personality match for the team. The entire ACME hiring team is exhausted and frustrated.



7.5  
WEEKS

## Questionable hire in 7.5 weeks

Nearly seven weeks after initiating the search, the team extends an offer to a runner-up candidate who interviewed well and has experience with all aspects of the job description but is lacking more than 1/2 of the attributes that Mary has.





## Chapter 4:

# The Moral of 'The Tale of Two Hires'

### The drawbacks of traditional sourcing

- ✘ Excessive time spent sourcing, leading to burned out recruiters
- ✘ Results in a pipeline of only semi-matching candidates
- ✘ Lacks capabilities to identify hidden and diverse talent
- ✘ Missed hiring goals - an average of 25% of hiring goals are missed each year
- ✘ Higher costs for multiple sourcing tools and sourcers
- ✘ Often results in hiring people to fill roles rather than people who are going to move the needle for your business

### The advantages of attribute-based sourcing

- 😊 Accelerated hiring of exactly-matching candidates
- 😊 Higher-quality candidates based on skills, experience, and other attributes
- 😊 Ability to search for diversity attributes — leading to a more diverse talent pool
- 😊 Recruiters regain up to 70% of their time to spend on the phone closing great candidates
- 😊 Easier fulfillment of hiring goals
- 😊 Lower costs for end-to-end sourcing to just 1/5 of traditional costs, on average
- 😊 Assurance you've found the superstars; not just employees


**Findem: higher quality candidates faster than traditional sourcing**

# Findem: the super sourcing solution for finding your next superstar

Not every role warrants people capable of climbing the corporate ladder to the boardroom, but companies do seek superstar employees that will grow with the organization, add long-term value, and secure their competitive edge. By tapping into Findem's attribute-based sourcing, you will hire better people faster and drive undeniable value for your business.



## Findem Magic


Loyal Employee  Employee at Top 100 Tech Company 

Serial Entrepreneur  Quick PhD Completion

Past Founder  Academic Achiever  Founder of an Acquired Company

Open-Source Contributor  Employee at Y Combinator Funded Startup

IPOed Company Leader  Successful Startup Employee

Has a Portfolio  Has a Blog  Has a Personal Website 

US Veteran  Employee at a US Top 10 VC Funded Startups

## See Findem in action

Book a demo of our AI-backed sourcing platform, supported by 1 million+ attributes for every person.