HR ROBO SAPIENS

FREE SAMPLE CHAPTER



DECODING ARTIFICIAL INTELLIGENCE FOR MODERN RECRUITMENT AND HR MARKETING

JOSÉ KADLEC

NOT WRITTEN BY AI

HR Robo Sapiens – José Kadlec

SAMPLE CHAPTER

PRAISE FOR "HR ROBO SAPIENS"



"This fascinating book will enhance your skills by augmenting the latest AI techniques, truly unlocking your human potential. This ability is the ultimate long-term competitive advantage for individuals and organisations."

Jan Mühlfeit, Former Chairman at Microsoft Europe, Executive Coach, Best-Selling Author



"In HR ROBO SAPIENS you will gain an understanding of the latest developments in AI and its use as an aid in recruitment. It contains a great deal of research but is written in a way that makes it easy to understand and learn – there are lots of screenshots and examples!

Though I fear too many will use AI to create more same-ness, José Kadlec has explored how it can be used creatively to increase human engagement. As he writes in the conclusion, Recruiting isn't just a simple task; it's multifaceted. It's not about merely shifting a box from point A to B. So, as you'd expect me to say, take what you learn in this book and use it to improve the human experience for candidates, hiring managers and yourself."

Katrina Collier, Author of The Robot-Proof Recruiter



"The book offers a comprehensive exploration of the myriad ways AI can be harnessed to revolutionize the recruitment process. HR ROBO SAPIENS is an absolute gem for anyone in the HR industry or anyone interested in the transformative potential of AI in the world of talent acquisition."

Radboud Fluttert, Talent Acquisition Director at Zalando



"HR ROBO SAPIENS is the most comprehensive, and easily digestible, resource on generative artificial intelligence that I have seen to date. Buying this book will save you thousands of dollars on upskilling your workforce and futureproof your enterprise. Beyond recommendation, this book is a necessity."

Jim Stroud, Editor at SourceCon



"It has been a year since OpenAI mainstreamed Generative AI with the release of ChatGPT. We've all been amazed at the technology but we've also not been able to operationalize it in our work that really makes a difference to our productivity. HR ROBO SAPIENS may change that. It is

one of the most practical, comprehensive, written-for-the-recruiter how-to guides around. Scanning the contents page was enough for me to commit to reading the whole thing. If you want to AI-enable your recruitment team, you need to give everyone a copy of this book."

Hung Lee, Curator at Recruiting Brainfood



"HR ROBO SAPIENS is a compelling guide to the future of recruitment and HR marketing in the age of artificial intelligence. Written with clarity and precision, the book demystifies complex AI concepts in an easily understandable way. It strikes a perfect balance between depth and

accessibility, making it suitable for readers with a variety of backgrounds who want to enhance their skills and get their organizations ready for the future. It's an essential resource for those looking to stay ahead in the rapidly evolving landscape of the AIpowered world."

Lucia Haaszova, Managing Director and Country HR Director at IBM



"Jose's acumen about talent sourcing technology has long been off the charts! I've been a fan of his webinars, articles, etc. for years, and you can easily tell he is the real deal from reading/watching any one of these. Now he's taken it to a whole other level with his second full-length book

HR ROBO SAPIENS that revisits the hot Gen AI space first made known with ChatGPT's initial public version with many new in-depth insights. I'm sure you've read other treatments of ChatGPT and a number are solid, but this will become your key reference. Even in just one exchange that Jose and I had shortly before this was published, he already added instant value to how I utilized ChatGPT and GenAI (and I think I knew a lot)."

Glenn Gutmacher, Talent Sourcing Training Manager at NVIDIA



"Recruitment is the welcome gate for all candidates to any company. HR ROBO SAPIENS knows this and much more. José explains and demonstrates clearly that AI is and will be going to be an integral part of the recruitment in the very near future. This is a very practical guide on

using AI in all aspects of recruitment, step by step. I recommend reading this book to anyone from the HR field, not only recruiters, to stay competitive and use the AI to the to the greatest extent possible."

Jitka Adamkova, CHRO at T-Mobile CZ and Slovak Telekom



"A decade ago, my initiation into the world of recruitment literature began with one of José's books. Fast forward to the present, and the latest offering from José, aptly titled HR ROBO SAPIENS, has once again left me in awe. This book is not just a read; it's an enlightening journey that

delves into the transformative prowess of artificial intelligence within the recruitment sphere - definitely a must read for every TA professional."

Nina Knopp, Talent Acquisition Partner at Wolt & ex-Amazon



"José Kadlec gets it! He understands the importance of HR transforming itself into AI-powered recruiters to drive their organization's success. HR ROBO SAPIENS is bursting with insightful and easily actionable information. It's an insider's view I haven't found anywhere else. It's a

must-read for anyone serious about recruiting Tier 1 talent written by a true pioneer in the recruitment industry."

David E. Perry, CEO at Perry-Martel International, Author of Hiring Greatness



"HR ROBO SAPIENS demystifies the overwhelming world of AI in hiring and it is an essential reference book to all talent professionals, offering practical insights and creative AI tools and techniques for every step of the recruiting journey. Whether you're seeking inspiration on how AI can

enhance your processes or ready to delve into its depths, this is your ultimate guide. The future of recruitment is unfolding before us and it is every talent professional's responsibility to comprehend and leverage AI's potential while collectively shaping new industry standards. So, whether you're a leader, a seasoned recruiter, talent sourcer, marketer or a complete newbie, HR ROBO SAPIENS empowers you to supercharge your skills, and will enhance your ability to participate in the wider conversation about AI in hiring. Don't get left behind."

Bernadett Haasz, Former Recruitment Product Strategy Lead at Meta



"I have had the great pleasure of knowing José for well over a decade. Throughout that time, he has been a constant inspiration to me and literally 1,000's of others in and around this wonderful industry. Through our experience of sharing conference stages across the globe to putting

the world right over a glass of wine (or two) José has always been a thought leader and more importantly, a thought provoker. His ability and generosity in sharing some of that knowledge in this awesome book HR ROBO SAPIENS in a consumable fashion is to be applauded and I strongly recommend you strap in, tap into a continuous supply of coffee and soak it all in. You'll be a lot smarter for it."

Bruce Morton, Global Head of Strategy at Allegis Global Solutions



"HR ROBO SAPIENS is a timely and valuable addition to recruiters" reading lists. As previously with his first book People as Merchandise, also with his trainings and speeches, José Kadlec is highly practical and hands-on in his newest book HR ROBO SAPIENS (with a spot-on title as

well). The book provides a systematic and thorough yet reader-friendly and simplistic analysis of the newest technologies, which are currently disrupting sourcing and recruitment. HR ROBO SAPIENS takes you step by step through the entire process of recruitment from in-take and recruitment strategy planning to onboarding by delivering insights on how each action can be enhanced by ChatGPT, numerous suggested tools and solutions. With examples from the daily life of recruiters and tips on how to overcome current technical shortcomings of ChatGPT, this book no doubt will be a great resource for the recruitment community. A special thanks for including an example in Lithuanian!"

Valerija Buzeniene, Business Manager at Simplika | CVO Recruitment



"If you want to elevate your recruiting and sourcing skills with AI, HR ROBO SAPIENS is a MUST READ! José provides us with a comprehensive overview of the possibilities to use AI in HR. Jose's writing style, paired with concrete examples helped me understand the rationale behind some topics and transfer the knowledge to my daily work. Well done José!"

Mesut Demirkol, Talent Acquisition Partner at Airbus



"This book is a must have for anybody who works in the HR industry. It gives insightful analysis and practical wisdom, where José demystifies the complexities of artificial intelligence offering invaluable guidance for navigating the ever-changing landscape of recruitment and HR. Highly

practical, easy to read and comprehend, even for those without IT skills. José is basically sharing his thorough research of the technology which will help you to navigate and use the technology to your advantage, to make your work more effective, exciting and easy! I am amazed how valuable this book is for professionals in the HR industry and I believe HR ROBO SAPIENS is a must-read for anyone striving to harness the power of technology while preserving the essence of human connection in the modern workplace."

Ludmila Guerin, Strategy & Transformation Senior Manager People & Change at PwC



"José does the homework. Every recruiter, sourcer, and TA leader needs to use current AI tools to level up their career. HR ROBO SAPIENS isn't a book of prompts or AI theory - it's in-depth instructions on leveraging ChatGPT, Gemini, Midjourney, Canva, and more to enhance your hiring skills today."

Jim Durbin, The 'Indeed Whisperer'



"Person noting immersing themselves in AI today dramatically decreases their relevancy in the world of tomorrow. With HR ROBO SAPIENS, José is paving the way, not just for the talent sourcing and recruitment industry but countless other industries that can harness the power of artificial

intelligence and tremendously impact their efficiency and increase added value. The book provides excellent insight into the creative applications of AI in a particular field with straightforward and easy-to-follow examples."

Lubo Smid, Co-founder and CEO of STRV, Tech Entrepreneur, Podcast Host



"What a captivating and timeless book! All of us, HR Professionals and HR Experts are currently asking the important questions regarding AI, its impact and advantages to our field and José is stepping in with those answers in need. As always, his content is spot on and step ahead to give

us all competitive advantage. Constant evolution is a must and José makes for us much this journey much easier with his shared expertise and easily digest content, tips and tricks. This book is a must?"

Romana Martincova, HR Manager at Red Bull and ex-L'Oréal



"HR ROBO SAPIENS takes a deep dive look at the recruitment landscape and applies AI tools to every step. It is the essential how to guide for recruiters in this new and evolving world. José is an expert in his field and provides a detailed road map to help all recruiters embrace the future."

Shane McCusker, Recruitment Technologist and Director at Intelligence Software



"Dealing with José is always a little scary and exciting. He's able to master new and upcoming technologies, lightyears before most of us even grasp the possibilities. I've been a grateful guinea pig for some of his hacks, and learn so much from him every single time. HR ROBO SAPIENS

is packed with practical insights into some of the magic behind new technology."

Patrick Boonstra, Recruitment Innovation Expert at Danone



"José Kadlec could be described as the Arthur C Clarke in the field of Recruitment Technology, he is a futurist of proven ability – way ahead of the times, not just in his thinking, also the application of the technology to improve, enhance and enrich the profession and practices. HR Robo

Sapiens is the next level for explaining the future of recruitment [that has arrived] and practical examples of use cases for AI in HR, TA and Recruitment. From the fundamentals through Tools, their application, marketing to Onboarding. If there is ONE book that every $HR \mid TA \mid$ Recruitment | Sourcing leader and practitioner must have on their desk – HR ROBO SAPIENS is it."

John Rose, Global Recruitment | Sourcing Partner at Volvo Cars & Get Resourceful



"If there's one book that captures the essence and potential of AI in HR, it's HR ROBO SAPIENS. José Kadlec has outdone himself in presenting a masterpiece that's both informative and captivating."

Marek Rosa, Founder at GoodAI & Keen Software House



"José Kadlec's HR ROBO SAPIENS distinguishes itself with its practicality far beyond the traditional boundaries of HR and talent sourcing. Kadlec doesn't merely theorize; he enriches the book with 'Text to' adaptations, offering practical and actionable insights. The book

excels in demystifying generative AI models, making intricate concepts accessible. It's a vital read for a broad range of professionals, skillfully blending deep theoretical understanding with pragmatic applications in talent attraction and broader business strategies."

Miguel Mayorga, Global Talent Sourcer at Siemens Healthineers



"I've been observing José for at least five years now and I consider him one of the top voices in HR. His insights have consistently guided me towards achieving the success I've aimed for. In his webinars, I always discover cutting-edge technologies that I can apply in unconventional

ways within HR. The same can be said for his book HR ROBO SAPIENS - a comprehensive guide that delves into leveraging AI in the entire recruitment process, from initial meetings to onboarding. The tools are skillfully presented, accompanied by numerous practical tips. While some may argue that AI will replace humans, that's a misconception - it will only replace those who fail to harness its potential. This book ensures you stay ahead of the curve."

Dawid Kornytowski, Senior Talent Sourcer at Equinix, former Indeed, Intel, Amazon and LinkedIn



"A phenomenal book HR ROBO SAPIENS that reveals to you the shape of the HR future - and the future, is now! Let AI be your good servant, with this unprecedented, appealing and fundamental book of futuristic High-Tech HR, created directly by the inspiring leader, José Kadlec."

Leona Koblicova, Recruitment Team Lead at Tesla, ex-Amazon



"In HR ROBO SAPIENS, HR and Talent professionals find an indispensable guide for navigating the AI-driven landscape of today's skill economy. This comprehensive manual not only underscores the necessity for HR team members to transform into AI-powered experts to stay

competitive, but also offers a practical, step-by-step approach to applying AI in every aspect of recruitment and HR marketing. It is a vital resource for those looking to leverage AI for more informed decision-making and efficient HR operations, making it a must-read for anyone ready to embrace the AI future of recruiting, talent development and HR!"

Joseph Yeh, Technical Recruiter & Executive Career Coach, former LinkedIn, Yahoo, Apex.Al and Magic Leap

THANK YOU ALL FOR YOUR REVIEWS!

HR ROBO SAPIENS

DECODING ARTIFICIAL INTELLIGENCE FOR MODERN RECRUITMENT AND HR MARKETING

JOSÉ KADLEC

To the Czech novelists Karel Čapek and his brother Josef who gaved us the word ROBOT in 1921.

To continue the legacy of my previous book *People As Merchandise*, the book profits go to the internationally respected research on brain cancer at the *Institute of Molecular and Translational Medicine* (imtm.cz) in the Czech Republic, Europe.

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DISCLAIMER

DO TRY THIS AT HOME BUT...

This book provides a comprehensive exploration of various techniques and applications of artificial intelligence (AI), including but not limited to those employed in third-party cloud services like ChatGPT, Claude, Gemini, and others. While I endeavor to demonstrate the utmost potential of these technologies, it is crucial for readers to be aware that some of the techniques discussed may not be in strict compliance with legal regulations such as the General Data Protection Regulation (GDPR) in the European Union, and its counterparts in the United States and other jurisdictions.

The examples and scenarios presented in this text are intended for educational and demonstrative purposes only. They should not be interpreted as encouragement or endorsement of any form of non-compliant or unlawful use of personal or internal data. Readers are strongly advised to exercise caution and good judgement when applying these AI technologies, particularly in contexts involving the handling of personal data.

Always ensure that your use of such technologies adheres to the relevant legal and regulatory frameworks, and remember that consent and privacy are paramount. I encourage you to use these tools responsibly, prioritizing ethical considerations and legal compliance in all applications.

My Success Story and Why You Need This Book

To move forward, action is required. Just as in 2006, I knew that to engage in a meaningful business, after completing my IT studies in college, I would first take a job as a software engineer.



José Kadlec, during his studies at the Faculty of Nuclear Sciences and Physical Engineering at the Czech Technical University

This led me to discover the entire recruitment industry, identify its weaknesses, and build an entirely new business on it. At the time, without realizing it, I became one of the pioneering IT recruiters to use LinkedIn for employee hiring. It wasn't just LinkedIn, but other channels for outbound recruitment, including GitHub. However, I also partially revolutionized

inbound recruitment using tools such as PPC ads on Google, which at that time were not at all common in the recruitment environment.

Back then, recruitment was indeed a very rigid transactional field based on job advertisements and it was calling for a complete transformation. This change ultimately matched, quite accurately, the direction I had modestly predicted and implemented back in 2006.

Fast forward to 2013, I found myself at a crossroads, pondering my next steps. I wanted to elevate my business from a one-man show to the next level. Just as when I had the aspiration to start a business after school and chose to work to achieve it, I knew that to accomplish this new goal, I had to take action.

I pondered over what this action could be. At that time, I felt that recruitment agencies still had an edge over in-house HR. Agency recruiters were already somewhat proficient at using Boolean logic on LinkedIn and were familiar with the dynamics of recruiting so-called passive candidates. So, I contemplated how to help level this imbalance.

I also wanted to embark on something with a global impact, and it occurred to me that a good tool might be an English language book that described LinkedIn direct recruitment techniques step-by-step.

Thus, I became my own book publisher and, over a 9-month process, crafted the book "*People as Merchandise: Crack the Code to LinkedIn Recruitment.*" It went on to become a bestseller in several book outlets.



José's book People as Merchandise: Crack the Code to LinkedIn Recruitment

Thanks to Elon for being by my side ;)

Back then, there wasn't such an influx of books, as producing extensive content was both complex and costly. Today, thanks to AI tools, I no longer need two English-speaking proofreaders to refine a book. Likewise, translating books into other languages has become much easier. Instead of writing, I can now dictate the book chapter by chapter (or convey unstructured thoughts), and AI will correct, style, structure, and format the text for me.

Not to mention audiobooks: with voice synthesis, you can even have them narrated in your cloned voice. This enables me to write and publish the book you're currently reading in just 3 months while maintaining at least the same quality.

Of course, today you'll find books on the market entirely written by AI. Amazon has even created a category for them. The issue is, these books tend to be filled with internet noise and clutter, appealing to almost no one.

Why?

Because books should describe and solve new problems. Accomplishing this with today's LLMs (Large Language Models) is challenging, as they derive from human actions that have already been addressed. They might be more suitable for writing children's fiction, for example. However, book publishing is certainly a field profoundly influenced by AI.

Furthermore, a book is somewhat similar to open-source software - software where you can see the source code, technically take it, modify it, and use it further (copying books is technically feasible, but legislation usually prohibits it - though you can cite or paraphrase ideas). This kind of thinking was instilled in me by the Linux community and also by the founder of the GNU movement (recursive acronym for GNU's Not Unix!) Richard Matthew Stallman, and the individual referred to as "The Last MIT Hacker."

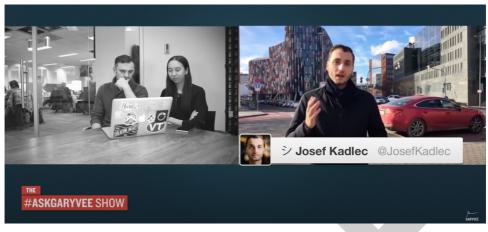


José Kadlec and Richard Matthew Stallman, "The Last MIT Hacker"

I believe that even the uniqueness of the book format in 2013 secured me book reviews that I might not receive today, even though back then I was just a little cockroach.

The main review came from Barbara Corcoran, an investor from the now very popular show, "The Shark Tank." The foreword of the book was written by David E. Perry, the best-selling author of "Guerilla Marketing for Job Hunters."

Such endorsements are rare today and nearly impossible to obtain, much like the (im)probability of getting on Gary Vaynerchuk's (a.k.a. Gary Vee) show now.



José on the Ask Gary Vee Show, Episode 182¹

They say timing is everything. In any case, it's crucial.

Prominent HR directors and managers from companies such as IBM, Google, T-Mobile, Barclays, Hewlett-Packard, Manpower, Adecco, Randstad, Boyden and others provided reviews for the book as well.

I knew the book would make some waves, but I didn't know precisely what kind.

At first, recruitment agencies started calling, asking if I could train their staff. I told them I would find a trainer who could educate them on my subject matter. I wasn't a trainer or a speaker. I was an IT guy who had never spoken publicly.

I couldn't find a suitable trainer, so I had to bite the bullet and do it myself. It's quite amusing when I recall how, about a week before my first full-day training session for one of the largest international agencies, I practiced

¹ Youtube.com/watch?v=s18v4rDryjI

speaking out loud for 30 minutes daily. I was worried that my voice wouldn't hold up for a day of talking.

As it turned out, that wasn't an issue. Since then, I've trained more than 35,000 recruiters, talent sourcers and other HR specialists.

Thanks to the book, in 2013, I connected with Milan Novak, who at the time led an international agency with almost 350 employees.

Together we founded a recruitment holding company based on three pillars:

GoodCall – an RPO (Recruitment Process Outsourcing) and recruitment agency that doesn't depend on advertising and specializes in outbound recruitment for mid-level and senior positions.

Recruitment Academy – the recruitment certification authority that develops and enhances staffing professionals in the global market.

Datacruit ATS - Given our technological focus and unique recruitment workflow, it was evident that we would need to develop our own software for a proprietary ATS (Applicant Tracking System), with a focus on recruitment data analytics.

With the help of two other shareholders and business partners Zdenek Bajer and Blake Wittman and all the other colleagues who have worked or are working with us, within a few years we had:

- 130 talent sourcers and recruiters,
- 10 million EUR in annual revenues,

- A ranking as the 415th fastest-growing company in Europe by the Financial Times,
- A Deloitte Fast 50 title (for Datacruit ATS),
- Processed over 450,000 candidates for our Datacruit clients, resulting in more than 11,000 hires,
- Representation in more than 18 countries.



GoodCall, Datacruit, and Recruitment Academy team building

Thanks to the book, I had the opportunity to speak at conferences like the Sourcing Summit Europe in Amsterdam. The Dutch have a reputation for being assertive and strongly focused on business. As an example, when I became the very first LinkedIn Certified Professional in the entire CEE (Central and Eastern Europe) region, the Netherlands already had over 10!

I knew I had to bring something substantial to the table there – a regular topic about recruiting on LinkedIn wouldn't cut it. Leveraging my background in cybersecurity, I drew an analogy between IT security and recruitment, including a hands-on demonstration of hacking techniques. The result was an epic presentation in 2015 where we hacked LinkedIn, WiFi and attendees'

mobile phones live on stage, nearly causing the audience to flee the room. The conference's Twitter hashtag became trending during my talk. What a crazy and exciting times!



Custom IMSI-Catcher device created just for Sourcing Summit Europe 2015

A year later, we hacked live TV and radio on stage, drawing connections between recruitment and 3D printed. Of course, all of this was done purely for educational purposes.

The presentation took a lot of my time, effort, and money, but it served as my ultimate ticket into this community. It further confirmed my ability to compete in a truly global landscape.



At the Sourcing Summit Europe (SOSUEU) in 2015, wearing a T-shirt that read, "Armed with a keyboard, he's a danger to society"

At the conference, thanks to my presentation, I got acquainted with the keynote speaker at the time, Johnny Campbell. Over time, I formed both a personal and professional relationship with him. I became the lead instructor on the topic of talent sourcing on the SocialTalent educational platform.

Thanks to this platform, my pre-recorded content truly reaches the global TA teams of companies like Cisco, Nokia, Avanade, Zalando, Disney, Booking.com, Oracle, and many more.



Johnny Campbell from SocialTalent and José Kadlec 2014 versus 2022

The reason I'm writing this book isn't just because it's been exactly 10 years since my last book, "People as Merchandise," but mainly because we're witnessing the beginnings of another revolution in recruitment.

People often ask me what the most revolutionary tool or method in recruitment is. My answer has consistently been that since the inception of LinkedIn, there hasn't been any significant revolution. LinkedIn is the most recent thing to profoundly influence how we conduct recruitment.

That's why I proudly display LinkedIn on my car's license plates, even though I'm not employed by them. I'm simply a devoted paying user and an unofficial ambassador. If Harley-Davidson enthusiasts can tattoo the brand's logo on themselves, the least I can do is showcase my beloved brand on my car plates.



Catching a ride with talent sourcing expert Mark Lundgren

I have a gut feeling that with the current level of AI, we're about to embark on a new era of recruitment. Hence, this book was born, or rather its first edition, which describes the AI transformation across the entire HR industry, including HR marketing, recruitment, talent sourcing, and LinkedIn branding.

This doesn't mean that this new technology will diminish the importance of the professional social networking site, LinkedIn. It will continue to serve as a data source and provide information on our candidates. However, how we interact with this platform will change, both in terms of inbound and outbound recruitment/marketing – i.e., how we conduct searches, how we craft posts, how we modify profiles, etc.

I've simplified recruitment in the context of LinkedIn here – it's more complex, and I'll guide you step-by-step through this book.

So, what is my life's mission?

To transform rigid sectors (currently HR) using software applications and analytical methods.

The goal of this book is to transform you from a traditional HR professional into an AI-powered and technology-enhanced HR pro, a so-called "HR Robo Sapiens."

Let's get to work...

José Kadlec Prague, Czech Republic



AI FOR LINKEDIN AND PERSONAL BRANDING



AI for LinkedIn and Personal Branding

The topic of LinkedIn and personal branding essentially falls under the previous chapter about HR marketing and employer branding, since personal branding is in itself a tool for employer branding. LinkedIn stands out so prominently in the realm of branding that I've decided to dedicate a separate chapter to it.

I won't be covering topics related to searching and communication on LinkedIn in this chapter, as we've covered them sufficiently in the chapter on AI in talent sourcing.

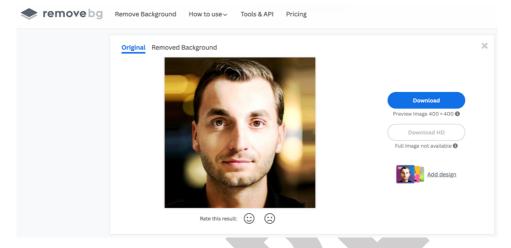
8.1 Personal LinkedIn Profile

AI can be an effective assistant in creating or fine-tuning a LinkedIn profile. It's worth noting that LinkedIn itself is currently rolling out new AI features to users, which, for example, suggest a headline or content for the "About" and "Headline" section on your profile.

Note: LinkedIn is owned by Microsoft, and Microsoft is heavily invested in OpenAI, the company behind ChatGPT, so similar integrations can be anticipated.

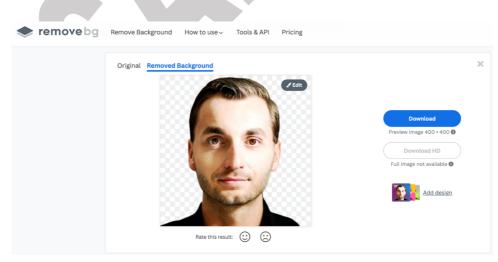
8.1.1 Profile Picture

You might be wondering how AI can be utilized for your LinkedIn profile photo. There are certainly AI applications or features in more comprehensive software for tasks such as background removal, allowing you to add a colored background, which has become quite trendy these days.



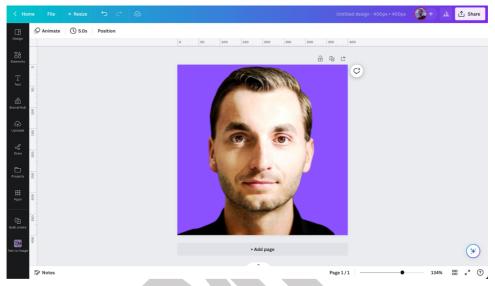
Deleting background with Remove.bg

For tasks like background removal, you can utilize AI applications such as remove.bg or erase.bg. If you don't require HD quality, which isn't necessarily essential for a LinkedIn profile picture, you can use these applications for free.



Deleting background with Remove.bg

The result is a PNG format image with a transparent background, ready to be placed wherever you desire. For instance, you can upload the image to an application like Canva and set it against a purple backdrop.



Inserting a solid color background in Canva

Then, proceed to upload it to LinkedIn.



Uploading the LinkedIn photo to LinkedIn profile

Of course, similar AI features are available in tools like Photoshop, and even on the iPhone. There are multiple paths to the summit, and it's good to know at least one of them.

Let's dive into something more sophisticated.

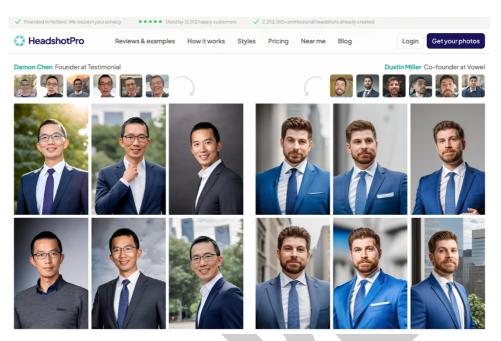
Professional Photos without a Photographer or Equipment

There are applications where you can upload one or more amateur photographs (theoretically, your current LinkedIn photo could suffice, but it's usually better to provide multiple images for the best likeness), and the app will process these to yield a professional-quality photo. These photos can be rendered in various styles.

One of the branding points at our company, GoodCall, was to ensure that all our employees had profile pictures in the same style. Naturally, this can be challenging to enforce, especially when you have multiple branches, making it hard to maintain this standard. However, with these applications, you can easily achieve this objective, and it comes at a much lower cost because you don't need to hire a photographer, rent a studio, buy equipment, or cover a photographer's travel expenses.

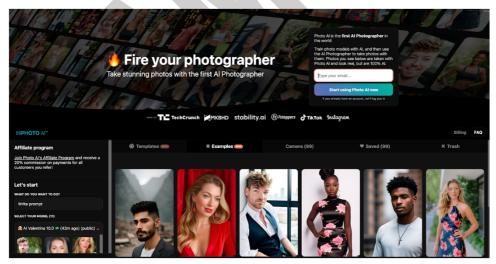
One such application is HeadshotPro.com.

HR Robo Sapiens – José Kadlec



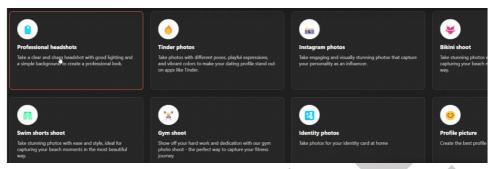
Professional AI photo with HeadshotPro.com

Another Notable Application is PhotoAI.com.



Professional AI photo with PhotoAI.com

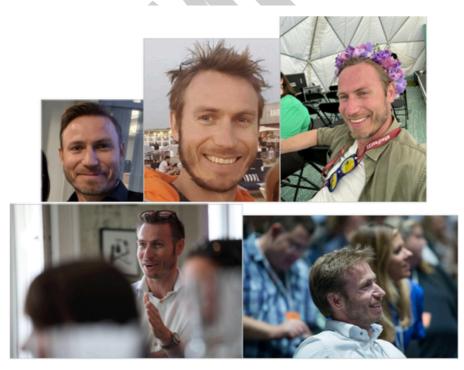
Here, you have the option to choose from various styles. For LinkedIn photos, the "Professional Headshots" style would typically be the preferred choice.



Selecting a style of your AI photograph in PhotoAI.com

I'm going to use a friend of mine, Patrick Boonstra, as a test subject for this.

These images are used as input to create a facial model of him.



Original non-AI photos of Patrick Boonstra

And here we have the output.



AI photos of Patrick Boonstra

These were done with Remini app which support all kind of styles.



AI photos of Patrick Boonstra

Another application for professional LinkedIn photos and creative changes includes:

- Proshots.app
- hotpot.ai/headshot-generator
- Remini app.

Avatars and Style Changes

A recent trend is the use of various avatars that resemble you to a certain degree but don't have the style of photorealistic photography.

For instance, the two examples provided were created using the Lensa app².

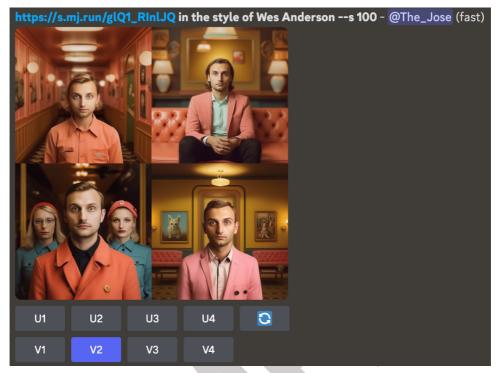
² Prisma-ai.com/lensa



AI avatars from Lensa app

Direct text-to-image engines like Midjourney, Stable Diffusion, or DALL-E can be employed for this purpose.

For example, you can see the output from Midjourney below, where I requested my LinkedIn photo (as shown above) to be transformed in the style of Wes Anderson.



Changing styles of images with Midjourney

Let's say that Photo 2 looks quite like me. Midjourney is not an ideal solution for this but sometimes you might be lucky so the image really looks like you.

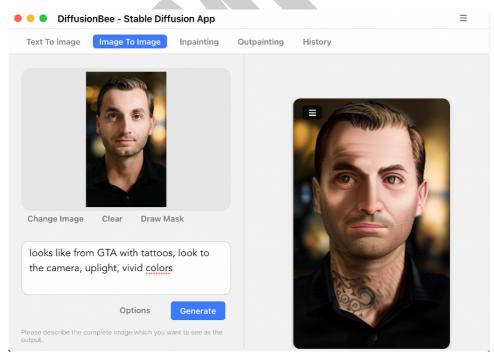
Online, you can find various pre-programmed models for different styles, such as Disney. For instance, I tried the style from my favorite video game, GTA (Grand Theft Auto), which I've played since its first version back in 1997.

The GTA animation uses this particular style.



Graphic style of GTA game

Here, you can see the GTA model uploaded into the DiffusionBee app and its output based on my LinkedIn photo.



Using GTA AI model to change styles of photos

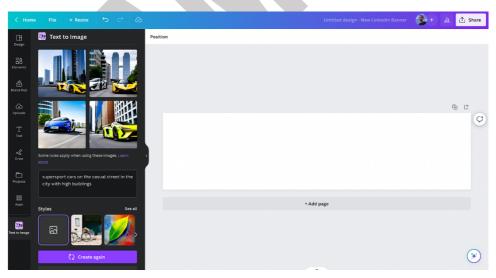
These models can be found for example at Civit.ai/models.

Another way to achieve similar outputs and alter styles is through the use of Midjourney's Tune and Bend features.

8.1.2 LinkedIn Top Banner

The LinkedIn top banner is essentially a graphic, which falls under the graphic design category. You can use platforms like Canva, which provides the exact format you need (besides, Canva offers numerous pre-designed banners).

Where AI can assist you here are the embedded text-to-image features (and potentially text-to-text), as I described in the chapter on AI in HR marketing and employer branding.



Canva text-to-image generation

Of course, you can generate images, for example, using Midjourney or download from AI stock photo sites and then upload them to Canva.

8.1.3. Headline

Using ChatGPT to create or fine-tune your headline is fairly straightforward. You can simply ask ChatGPT to make adjustments to your current headline correct errors, enhance it, translate, incorporate emojis, and so on.

ChatGPT prompt

Take my headline section from my LinkedIn profile and make it more punchy:

HR Tech - AI - Talent Sourcing - Linkedln -Automation Technologist Technologist Featurepreneur Keynote Speaker-Trainer Bestselling Author Building the Largest Staffing Hub Teastest Growing Co by Financial Times S AR E8M+

"AI-Powered HR Tech Visionary | Pioneer in Talent Sourcing Automation | Bestselling Author | Keynote Speaker & Trainer | Entrepreneur Growing the Largest Staffing Hub | Recognized by Financial Times as Fastest Growing Company | €8M+ AR"

Alternatively, you can have ChatGPT craft an entirely new headline either based on your instructions.

ChatGPT prompt

Create a LinkedIn headline for me - I am an IT recruiter for a AI company and we hire a lot.

"High-Volume IT Recruiter | Specializing in AI Talent Acquisition | Driving Growth in a Leading AI Enterprise"

Or derived from your resume or the rest of your LinkedIn profile.

ChatGPT prompt

Create a LinkedIn headline for me based on my LinkedIn profile:

ExperienceExperience Recruitment Academy logo Trainer, Keynote Speaker, Author and Founding CEOTrainer, Keynote Speaker, Author and Founding CEO Recruitment AcademyRecruitment Academy Jan 2014 -Present · 9 yrs 7 mosJan 2014 - Present · 9 yrs 7 mos Recruitment Academy® was established to bring the most relevant and up-to-date tools and techniques to modern recruitment and HR professionals. GoodCall \checkmark logo Chief Sourcing Architect and Co-FounderChief Sourcing Architect and Co-Founder GoodCall $\sqrt{GoodCall}$ ✓ Feb 2014 - Present · 9 yrs 6 mosFeb 2014 - Present 9 vrs 6 Prague, The Capital, Czech mos RepublicPrague, The Capital, Czech Republic GoodCall is the 415th fastest growing company in Europe by Financial Times index FT1000. GoodCall is a new generation of recruitment company bringing a fresh approach to talent acquisition. Our focus is on innovative ways of engaging and marketing to the very

"Revolutionizing Recruitment: Trainer, Keynote Speaker, Bestselling Author | Founding CEO at Recruitment Academy | Chief Sourcing Architect at GoodCall | Driving Innovation in Talent Acquisition & HR Tech"

30

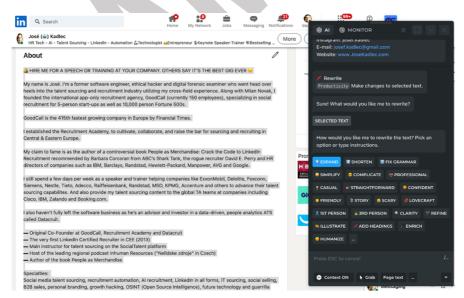
Note: For the reader's convenience and conciseness of this book, the input prompt has been thoughtfully abbreviated.

8.1.4 About

This principle also applies to the "About" section. You can have ChatGPT modify your current description or create one entirely from scratch.

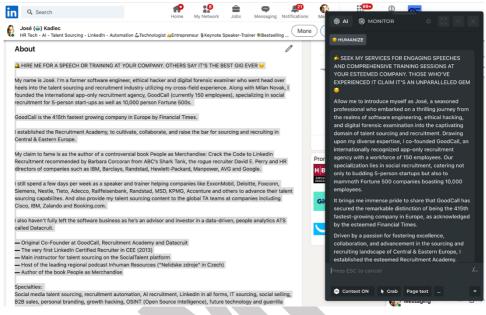
There are also tools available that can make this task easier. For instance, the HARPA.ai plugin which I already mentioned before.

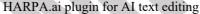
This plugin can take selected text or a link as an input. For example, you can highlight your "About" section and instruct the plugin to expand the text, make it sound more human, rewrite it in first or third person, make it sound more professional, and so on.



HARPA.ai plugin for AI text editing

The output can then be copied back into LinkedIn.





8.1.5. Experience

Finally, there's the "Experience" section, which many people leave unfilled. With the new AI tools available, it's now possible for everyone to have a unique description of at least their current position with minimal effort. An example might be:

ChatGPT prompt

Compose for a text which I will paste into my Experience section to my latest job role on LinkedIn. I am HR manager at company Oracle who is responsible for recruitment activities, employer branding activities and I report directly to the board. Use bullet points.

🔊 🔹 "HR Manager at Oracle | Jan 2023 - Present

In my current role as HR Manager at Oracle, I am responsible for driving crucial human resource initiatives to promote the growth and success of the organization. My primary duties encompass:

- **Recruitment Activities**: Overseeing the complete recruitment lifecycle, from job requirement definition to talent sourcing. Continually implement innovative recruitment strategies and cutting-edge HR tech to maintain a rich talent pipeline.
- **Employer Branding**: Leading employer branding efforts to position Oracle as a go-to employer in the tech industry. Direct various initiatives including digital campaigns, social media content, and showcasing employee experiences to attract high-quality talent.
- **Executive Reporting**: Regularly reporting to the board with key HR metrics and strategic insights. Proactively identifying potential talent gaps and proposing solutions to improve workforce productivity and performance.

My role at Oracle is characterized by adaptability and commitment to creating a workplace environment that not only attracts but also retains top-tier talent."

8.1.6. Recommendations

A common challenge many of us face is writing LinkedIn recommendations for others. We want them to sound good and be authentic. I believe this is easily achievable with ChatGPT.

Let's try creating one. The input can be solely based on your instructions or you can input the entire LinkedIn profile of the person you're writing the recommendation for. For example, my dear Kim Lokenberg.³

³ Linkedin.com/in/kimdebruyn

ChatGPT prompt

Write a short (2 paragraphs) LinkedIn recommendation for the person with the following LinkedIn profile:

Kim Lokenberg (She/Her) 1st degree connection1st Sourcing & Talent Acquisition Specialist at The Lokenbergs TalentSourcery Nieuwe Meer, North Holland, Netherlands Contact info 500+ connections Bas Westland, Nicole Borja Mellos, and 449 other mutual connectionsBas Westland, Nicole Borja Mellos, and 449 other mutual connections Message View in Recruiter More HighlightsHighlights Kim started a new position as Co-Founder at TalentSourceryKim started a new position as Co-Founder at TalentSourcery Message Group logo 2 mutual groups2 mutual groups You and Kim are both in #ChatGPT, Artificial Intelligence, Prompts, Insights for Recruitment and RECRUITERS FOR UKRAINEYou and Kim are both in #ChatGPT, Artificial Intelligence, Prompts, Insights for Recruitment and RECRUITERS FOR UKRAINE Show all 3 highlights AboutAbout After spending years in international advertising, I made the move to recruitment. Since I have always

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I've had the pleasure of working alongside Kim Lokenberg in several projects and can attest to her unwavering commitment to excellence in the field of recruitment. Her multifaceted skill set, which combines deep technology insight with innovative sourcing techniques, sets her apart in the increasingly complex and competitive recruitment landscape. Kim's ability to tackle intricate vacancies with innovative strategies is truly remarkable, reflecting her tech-savvy nature and eagerness to embrace challenges.

Furthermore, Kim's comprehensive approach to recruitment and talent acquisition is underscored by her proficiency in Open Source Intelligence (OSINT) and her licensed Private Investigation skills. This unique combination allows her to conduct thorough background checks and pre-employment screenings, ensuring her clients hire the right people for the right job. Whether she's developing a new recruitment tool or advising Tech Start-ups and HR/Recruitment Tech companies, Kim consistently delivers tailor-made solutions, and her success as a Co-Founder at TalentSourcery is a testament to her unmatched expertise and dedication.

Note: For the reader's convenience and conciseness of this book, the input prompt has been thoughtfully abbreviated.

8.2 LinkedIn Posts

One area where AI can be particularly useful is in creating posts. Many people find that they can produce not only a greater number of posts using AI - which would take much longer manually - but also content with a broader reach.

When discussing the creation of LinkedIn posts or LinkedIn articles, many of the techniques overlap with the methods from the chapter on AI in HR marketing and employer branding. Essentially, there's no fundamental difference between an article on LinkedIn and one on a blog. You need text and potentially some visuals to accompany it. Similarly, LinkedIn posts aren't particularly different from posts on other social media platforms. The same applies to LinkedIn ads.

However, there are some LinkedIn-specific tools worth mentioning.

There are several applications that focus on creating LinkedIn posts. Essentially, these are interfaces connected to ChatGPT or another Large Language Model (LLM).

One such tool, for instance, is FreeBird.io.

| 1 words Generated | Text Generate Usage | Total 10000 words Li |
|---|--|--|
| HAT DO YOU WANT TO WRITE ABOUT? I am hiring a new CFO into our company. | We're excited to announce that company! | we're hiring a new CFO for our FinTech |
| ıgry Sad Natural Happy E: | of growth. Our ideal candidate | help lead our company into the next stage has extensive experience in financial e track record of setting and achieving |
| SHOULD ADD HOOK? CFO for FinTech company | take calculated risks, and intro progress across all facets of ou | a a proven ability to identify opportunities duce new strategies that will drive ur business. Our CFO will be a strategic mpany's future success and be the ury bicket patential |
| SHOULD HAVE CALL TO ACTION AT THE END OF YOUR POST? Send me a message if interested. | If this role sounds like a great f | it for you and you're ready to join a rapidly nessage if interested. We look forward to |

Crafting social media posts using AI with FreeBird.io

These tools often come with scheduling capabilities, but now, with native scheduling support directly available in LinkedIn, this isn't seen as a significant advantage.

How to Legally Replicate the Most Viral LinkedIn Posts in Your Field

A more sophisticated tool geared towards LinkedIn is Taplio.⁴ You can connect Taplio to your LinkedIn account and even install their browser plugin for Chrome called Taplio X.

The idea behind Taplio is to work smart, not hard. One of its functionalities allows you to view your most successful posts (based on views or engagement) from, say, the past month.

| DATE 🔺 | TEXT & LABELS | VIEWS. | ENGAG. | ENGAG. % | LIKES | REPLIES | |
|-----------------------|--|--------|--------|----------|-------|---------|--|
| Jul. 19th '23 @ 09:00 | Kdyz jsem se v 15ti rozhodoval, co dal delat, LinkedIn jeste \mathbb{Q}^+ | 2,133 | 20 | 0.94% | 19 | 1 | |
| Jul. 19th '23 @ 09:00 | The Top 10 Industries Expected to Fall in 2024 Is your on th \mathbb{S}^+ $$ | 4,990 | 11 | 0.22% | 10 | 0 | |
| Jul. 17th '23 @ 09:00 | Hold onto your hats! Google's latest Quantum Computer ha \mathbb{Q}^+ $\ \mathbb{Q}$ | 1,382 | 7 | 0.51% | 6 | 1 | |
| Jul. 16th '23 @ 13:30 | AMAZING: King of Bahrain lands Dubai with his Robot Body \mathbb{Q}^+ $\ \mathbb{Q}$ | 1,476 | 3 | 0.20% | 3 | 0 | |
| Jul. 15th '23 @ 09:00 | Pan Buh vi, ze jsme chteli jit cvicit 🦾 😇 Vojta Urban s po 🖏 🔹 | 5,780 |) 74 | 1.28% | 73 | 1 | |
| Jul. 13th '23 @ 09:00 | UKECALI JSTE ME:) 🔤 🍲 AI MASTERCLASS: UMELA INTEL 🛇 🗐 | 4,657 | 54 | 1.16% | 49 | 5 | |
| Jul. 11th '23 @ 09:00 | This is gold. What a technical creativity. Integration of \mathbb{Q}^+ | 1,997 | 6 | 0.30% | 6 | 0 | |
| Jul. 6th '23 @ 09:00 | Show must go on! Recruitment Academy + Edenred $\check{C}(\mathbb{Q}^+)$ | 4,855 | 50 | 1.03% | 48 | 2 | |
| Jul. 4th '23 @ 09:00 | 💈 🖬 💷 #79 NELIDSKE ZDROJE: Al special - Budoucnost ne 🛇 + 🔍 | 3,203 | 44 | 1.37% | 38 | 6 | |

Crafting social media posts using AI with Taplio.com

Let's open one of the most successful posts from this period.

⁴ Taplio.com

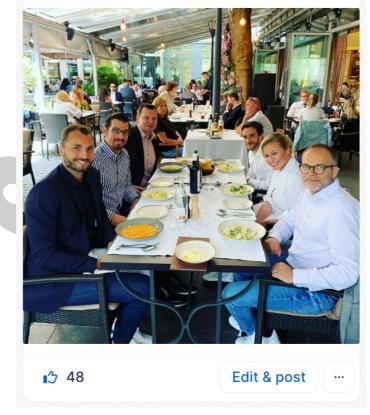


Show must go on!

Recruitment Academy + Edenred Česká republika = RA Awards **Y**

Thank you for your support.

Update: For the first time we've prepared such an extension of RA Awards galanight which we call **RA Awards Summit** where the winners of this years Awards are going to presen* their projects in more detailed way.



Crafting social media posts using AI with Taplio.com

If this was a successful post, wouldn't it be interesting to repost it?

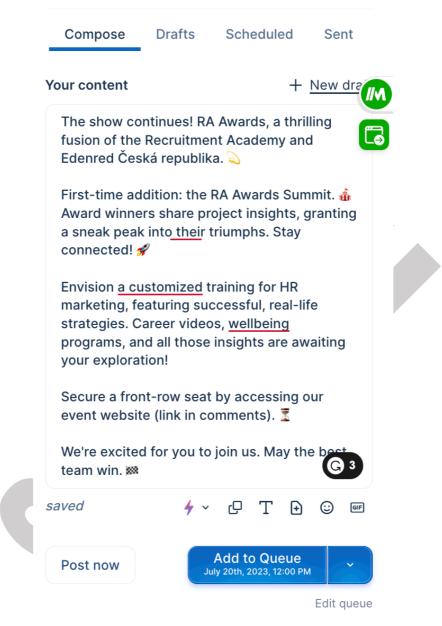
Of course, not in the exact same wording, but in a rephrased manner, and perhaps with a different photo. We can use AI functionality to assist in the rephrasing.

Choose how creative you'd like the AI to be, and a new post is generated.

| ost | Enga O Generating with GPT-4 Increase speed by switching to GPT-3.5 |
|---------|---|
| | Variations Generation |
| 5 | Our AI will write an alternative post while trying to stay on the same topic. |
| ec o | Choose the freedom you want to give to the Al to come up with new ideas (change this anytime in your Settings). |
| n | Conservative Wild |
| а | Skip this popup next time |
| la | Cancel |
| ARC . | |

Crafting social media posts using AI with Taplio.com

There you have it - a new post.

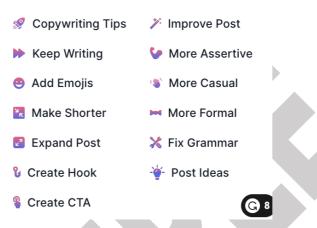


Crafting social media posts using AI with Taplio.com

Taplio even checks to ensure that the content isn't overly similar. You can immediately send the post or queue it up for later dispatch.

You can also select from other predefined AI functions such as shortening the text, making the content more formal, or fixing the grammar.

(i) Improve your post with AI



Crafting social media posts using AI with Taplio.com

You might be wondering how big of an advantage such a tool is when you can manually do this in ChatGPT by copying and pasting from LinkedIn.

The much bigger benefit is that through Taplio, you can search for the most viral LinkedIn and Twitter posts based on criteria you've input into Taplio - like industry, position, skill, and so on.

Click on "Viral Content." In the filters, you can select which type of viral posts you'd like to see, and, for instance, filter them by country.

Your account settings

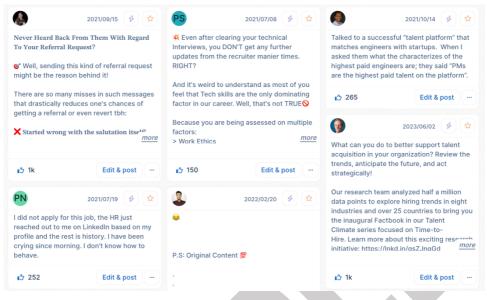
| Search keywords 🔞 | Persona | Personal description 📀 | | | | | |
|--|-------------------|--------------------------------|----------------------|--|--|--|--|
| digital recruitment × talent sourcing × | (s) ∨ Linkec | talent sourcing expert focused | d on HR tech, Al and | | | | |
| Topics 📀 | | | // | | | | |
| I usually post about application of new technology in recruitment | h | | | | | | |
| Filter search results Reset Filters | | | | | | | |
| Platform ⁽²⁾ Carousel posts ⁽³⁾ | | Hashtags in post 📀 | | | | | |
| Twitter Only All Linkedin Only Carousels Only | Exclude Carousels | All Exclude # | | | | | |
| Post Publish Date: Any × Author country: Any × | | | | | | | |
| Exclusion list | | | | | | | |
| Do not show posts from these accounts. | | | | | | | |
| | | | | | | | |

Crafting social media posts using AI with Taplio.com

And now, we see posts that have hundreds, even thousands of likes, indicating they are above average in success and virality.

Apply Filters

Close



Crafting social media posts using AI with Taplio.com

Using the AI post-rewrite feature, we can generate our version of a selected viral post and either post it immediately or save it to a queue for later.

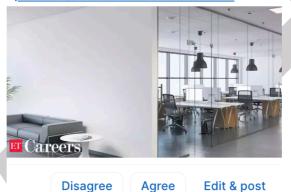
The "Search-mode" and "Industry news" sections operate similarly, where using the Agree/Disagree button, you can create polarizing posts through AI.



'3,000 resumes in the 48 hours'. Reason: Bad IT job market or permanent remote positions?

The CEO of Springworks, an HR-tech startup, posted on Twitter there has been huge interest in the jobs posted on just its websit...

https://economictimes.indiatimes.com/jobs/h r-policies-trends/3000-resumes-in-the-48hours-reason-bad-it-job-market-orpermanent-remotepositions/articleshow/101826669.cms



Crafting social media posts using AI with Taplio.com

How to Create LinkedIn Carousel PDF Posts

A popular format that currently has significant reach is carousels created as PDFs, meaning they're uploaded to LinkedIn via the "Add document" option.

For instance, a recent carousel of mine garnered over 60,000 views.



José Kadlec • You HR Tech - Al - Talent Sourcing - LinkedIn - Automation 🍒 Technologist ... 2mo • 🔇 ...

35 AI-Powered Recruitment & HR Marketing Tools make a comment and receive this PDF with clickable links.

ChatGPT is the ultimate overlord of today's AI practise.

You should know some other tool which integrate with GPT or they are completely independent (using different LLM or doing different things other than text).

#ChatGPT #AI #Alrecruitment #HRtech #artificialintelligence #aitools



LinkedIn PDF carousel post

So, how can we streamline content creation in this format using AI?

You will need:

- ChatGPT (the free version works just fine)
- Canva PRO (the paid version is required here).

Let's say, as a recruiter, you want to produce substantive content for your target group of applicants. Suppose we aim to create presentation skills guide specifically for IT professionals.

We can have ChatGPT create the content for us. But we'll instruct it to format the content into a table that will list the page number, title, and the actual content.

ChatGPT prompt

Act as a presentation expert. You goal is to prepare a strategy how to become a good speaker in one month. The audience is IT professionals so focus it on that. Divide the advice into several points. Provide me with a table with the following columns: slide number, slide title, advice. B

Certainly, tailoring the advice specifically for IT professionals makes sense. Here's a modified version of the strategy, considering their specific needs and concerns:

| Slide Number | Slide Title | Advice |
|-----------------|--|--|
| 1 | Introduction | Outline the importance of effective communication, especially in IT, and lay out the agenda for the presentation. |
| 2 | IT Professionals as Communicators | Discuss the importance of communication skills for IT professionals, touching on the need to translate technical concepts into understandable language for diverse audiences. |
| 3 | Self-assessment | Encourage a personal evaluation of speaking strengths and weaknesses, with special attention to common challenges in IT communication, such as explaining complex concepts in simple terms. |
| 4 | Understanding Your Audience | Explain the importance of knowing the technical proficiency of the audience. Tailor the depth and complexity of the technical language to suit the audience's understanding. |
| 5 | Crafting Your IT Message | Offer tips on how to create a clear, concise, and compelling IT-related message. Emphasize the need to avoid jargon when speaking to non-technical audiences. |
| | | |
| 6 | Voice Control in Technical Presentations | Discuss the role of voice in delivering technical presentations, including volume, pace, pitch, and inflection. |
| 7 | Body Language in Technical Presentations | Provide tips on effective body language during IT presentations, with an emphasis on maintaining audience engagement during complex explanations. |
| 8 | Overcoming Technical Presentation Nerves | Share techniques for managing anxiety during technical presentations, such as practice with mock audiences or virtual platforms. |
| 9 | Practice Strategies for IT Professionals | Highlight the importance of practicing technical presentations, with advice on rehearsing with peers and simulating real-life scenarios. |
| 10 | Utilizing Feedback in IT | Explain how to seek, accept, and incorporate feedback from a variety of sources, including non-technical audience members, for continuous improvement. |
| 11 | Visual Aids in Technical Presentations | Provide tips for creating and using visual aids, such as flowcharts, diagrams, and infographics, to explain complex IT concepts. |

| 12 | IT Storytelling Techniques | Discuss how to use storytelling to make technical content more relatable and engaging. This includes drawing from personal experiences or hypothetical scenarios. |
|----|---|--|
| 13 | Handling Questions & Interactions in IT | Offer strategies for effectively addressing questions about complex technical subjects, with an emphasis on patience and simplicity. |
| 14 | Daily Improvements for IT Speakers | Offer a set of daily exercises and habits for IT professionals to improve their public speaking, such as explaining a technical concept to a non-technical friend. |
| 15 | Summary and Next Steps for IT Speakers | Summarize the key points and provide an actionable plan for the next 30 days, focused on refining and practicing their communication skills in the context of IT. |

In one month of following these steps, an IT professional can see significant improvement in their public speaking skills. However, the journey to becoming an excellent speaker is continuous and requires consistent effort.

If we're satisfied with the table, let's copy it into MS Excel or Google Sheets.

| | A | В | с | D | E | F | G | н | 1 | J | к | L | м | N |
|----|----|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------|---------------------|-------------------|-------------------|--------|
| 1 | 1 | Introduction | Outline the impo | rtance of effectiv | e communication | , especially in IT, | and lay out the ag | genda for the pre | sentation. | | | | | |
| 2 | 2 | IT Professionals | Discuss the imp | ortance of comm | unication skills fo | r IT professionals | , touching on the | need to translate | technical concept | ts into understan | dable language fo | or diverse audien | ces. | |
| 3 | 3 | Self-assessmen | f Encourage a pe | rsonal evaluation | of speaking stre | ngths and weakn | esses, with specia | al attention to cor | nmon challenges | in IT communicat | ion, such as expl | aining complex c | oncepts in simple | terms. |
| 4 | 4 | Understanding ' | explain the impo | rtance of knowin | g the technical p | roficiency of the a | udience. Tailor th | e depth and com | plexity of the tech | nical language to | suit the audience | e's understanding | I. | |
| 5 | 5 | Crafting Your IT | Offer tips on how | v to create a clea | r, concise, and co | ompelling IT-relat | ed message. Emp | hasize the need | to avoid jargon w | hen speaking to r | non-technical aud | liences. | | |
| 6 | 6 | Voice Control in | Discuss the role | of voice in delive | ring technical pre | esentations, inclu | ding volume, pace | , pitch, and infle | ction. | | | | | |
| 7 | 7 | Body Language | Provide tips on e | effective body lan | guage during IT ; | presentations, wit | h an emphasis or | maintaining aud | lience engageme | nt during complex | explanations. | | | |
| 8 | 8 | Overcoming Tec | Share technique | s for managing a | inxiety during tech | hnical presentatio | ons, such as pract | ice with mock au | diences or virtual | platforms. | | | | |
| 9 | 9 | Practice Strateg | i Highlight the imp | ortance of practi | cing technical pre | esentations, with | advice on rehears | ing with peers a | nd simulating real | -life scenarios. | | | | |
| 10 | 10 | Utilizing Feedba | Explain how to s | eek, accept, and | incorporate feed | back from a varie | ty of sources, incl | luding non-techn | ical audience mer | mbers, for continu | ous improvemen | t. | | |
| 11 | 11 | Visual Aids in Te | Provide tips for a | creating and usin | g visual aids, suc | h as flowcharts, o | siagrams, and info | graphics, to exp | lain complex IT co | oncepts. | | | | |
| 12 | 12 | IT Storytelling T | Discuss how to | use storytelling to | make technical | content more rela | table and engagin | ng. This includes | drawing from per | sonal experience | s or hypothetical | scenarios. | | |
| 13 | 13 | Handling Quest | Offer strategies | for effectively add | dressing question | s about complex | technical subjects | s, with an empha | sis on patience ar | nd simplicity. | | | | |
| 14 | 14 | Daily Improvem | Offer a set of da | ily exercises and | habits for IT prof | essionals to impr | ove their public sp | eaking, such as | explaining a tech | nical concept to a | non-technical fri | end. | | |
| 15 | 15 | Summary and N | Summarize the I | key points and pr | ovide an actional | ble plan for the ne | ext 30 days, focus | ed on refining ar | d practicing their | communication si | kills in the contex | t of IT. | | |
| | | | · | | | | | | | | | | | |

ChatGPT output copied into a spreadsheet

Next, export it as a CSV file. In Google Sheets, it would look something like this:

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| | Tab Separated Values (.tsv) | | | | | |

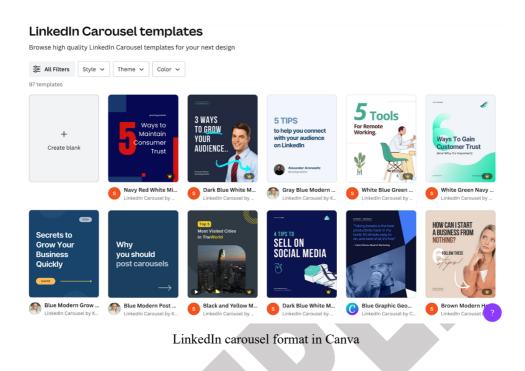
Exporting the spreadsheet to a CSV file

Now, open Canva and search for the "LinkedIn carousel" option.

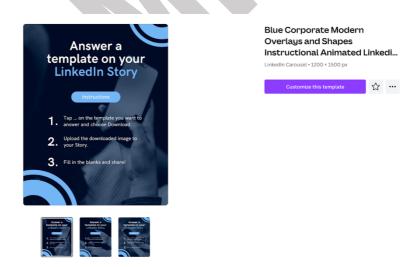
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LinkedIn carousel format in Canva

Select a LinkedIn carousel template that appeals to you.



And click "customize this template."

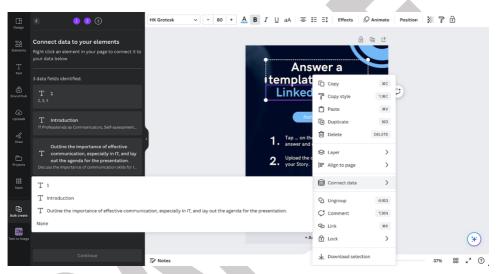


LinkedIn carousel format in Canva

If the template has an introductory slide, adjust it separately.

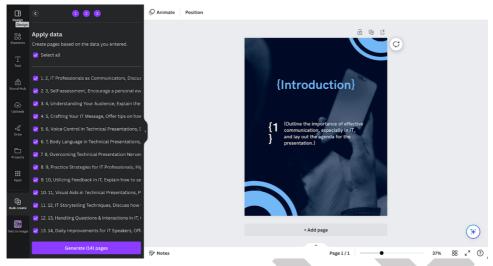
Click on the "Bulk create" option in the bottom left corner and choose the option to upload your CSV file.

Now, in the template, match each element of the template to the specific column in your CSV file. Do this by clicking on an item, like the title, and select "Connect data." Then choose which content should appear there — in our case, the page number, title, and specific content.



Uploading the CSV file to the selected LinkedIn carousel in Canva

After mapping the template fields, click "Continue" and confirm the inclusion of all the fields from your CSV. You can see how many pages Canva will generate for us.



Uploading the CSV file to the selected LinkedIn carousel in Canva

You can now export the result to a PDF.



Created PDF with the structured data from ChatGPT

And upload it to LinkedIn using the "Add document" option.

| José Kadlec 💌 Post to Anyone | × |
|------------------------------------|--------|
| What do you want to talk about? | |
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| Uploading the PDF to LinkedIn post | |

Automated LinkedIn Comments with ChatGPT

We're talking about posts here, but comments beneath posts are equally crucial content. Whether you're commenting and responding under your own posts or under others', not only does it increase the reach of the original posts, but commenting on others' posts also boosts your visibility — some people primarily engage in this way as part of their content strategy.

But how do you continually come up with valuable comments?

If you want to use AI to help, you can copy the post into ChatGPT and ask it to generate a comment based on that content for you.



This is your reminder that failure is an inherent part of the journey toward achieving greatness:

Colonel Harland Sanders, the founder of KFC, faced multiple business failures before finding success. His initial attempts at running a service station, ferry boat company, and motel all ended in failure. However, at the age of 65, he started KFC and turned it into a global fast-food chain, proving that it's never too late to achieve entrepreneurial success.

Failure fuels triumph.



#failurefuelstriumph #overcomingfailure #success

CC 🗘 562

42 comments · 28 reposts

. . .

LinkedIn post by recruitment magnate, James Caan

Enter the prompt into ChatGPT:

ChatGPT prompt

Create a comment to the following LinkedIn post. Make it funny.

This is your reminder that failure is an inherent part of the journey toward achieving greatness: Colonel Harland Sanders, the founder of KFC, faced multiple business failures before finding success. His initial attempts at running a service station, ferry boat company, and motel all ended in failure. However, at the age of 65, he started KFC and turned it into a global fast-food chain, proving that it's never too late to achieve entrepreneurial success. Failure fuels triumph. #failurefuelstriumph #overcomingfailure #success

So you're saying there's still hope for my failed sock puppet theater business? So you're saying there's still hope for my failed sock puppet theater business? So you're saying to be the next Colonel Sanders... just gotta find my chicken (or sock)! So way #SockItToSuccess #FryYourFailures"

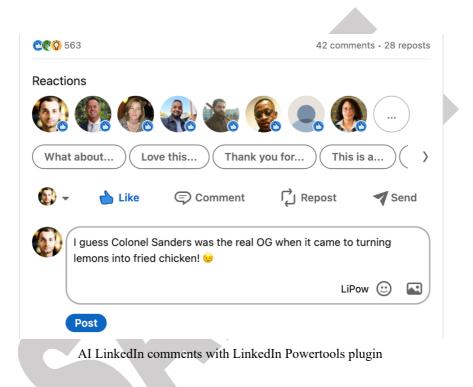
Great, but there's an even simpler way. For instance, you can use the LinkedIn Powertools⁵ plugin. This plugin will place a 'LiPow' button beneath every LinkedIn post.

⁵ linkedinpowertools.com



AI LinkedIn comments with LinkedIn Powertools plugin

After a short wait, we have a comment.

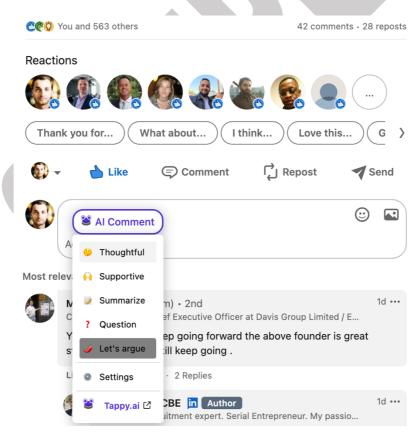


In the plugin, you can also set the style of the comment.



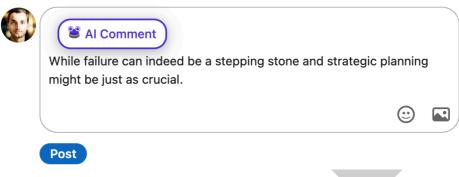
AI LinkedIn comments with LinkedIn Powertools plugin

Another similar plugin is Tappy.ai, which offers a different set of styles. I'm fond of the "Let's argue" style.



AI LinkedIn comments with Tappy.ai plugin

And here's the resulting comment on James's post.

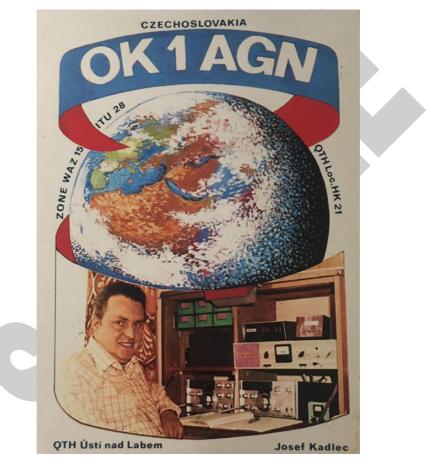


AI generated LinkedIn post to the post by James Caan

Two other similar tools worth mentioning are engage-ai.co and writesmart.so.

To add, the previously discussed tool, Taplio, also has a functionality for comments.

Profit from the book will be donated to cutting-edge brain cancer research at the Institute of Molecular and Translational Medicine (imtm.cz) located in the Czech Republic. This contribution also stands as a tribute to my father, who tragically succumbed to brain cancer at the age of 51 when I was just a kiddo.

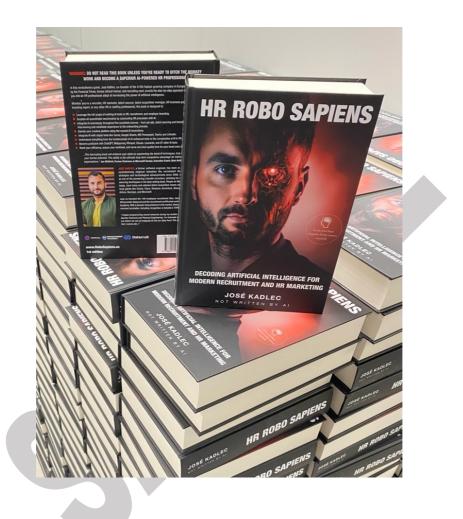


My father's QSL amateur radio card from 80s

Be good. Stop doing monkey work. Make more kids. And as usual, be over-obsessed!⁶

⁶ Life is hard, then we die. So, make it count!

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WARNING: DO NOT READ THIS BOOK UNLESS YOU'RE READY TO DITCH THE MONKEY WORK AND BECOME A SUPERIOR AI-POWERED HR PROFESSIONAL

In this revolutionary guide, José Kadlec, co-founder of the 415th fastest-growing company in Europe as recognized by the Financial Times, former ethical hacker, and recruiting nerd, unveils his step-by-step approach to transforming you into an HR professional adept at harnessing the power of artificial intelligence.

Whether you're a recruiter, HR marketer, talent sourcer, talent acquisition manager, HR business partner, employer branding expert, or any other HR or staffing professional, this book is designed to:

- Leverage the full scope of existing AI tools in HR, recruitment, and employer branding.
- Surpass all quantifiable benchmarks by automating HR processes with Al.
- Integrate AI seamlessly throughout the candidate journey from job ads, talent sourcing and branding, over interviewing and candidate experience to the onboarding process.
- Elevate your creative abilities using the newest Al innovations.
- Integrate AI with staple tools like Canva, Google Sheets, MS Powerpoint, Teams and LinkedIn.
- Understand everything from the fundamentals of AI-enhanced texts to the complexities of AI in HR data analytics.
- Become proficient with ChatGPT, Midjourney, Whisper, Claude, Leonardo, and 97 other Al tools.
- Boost your efficiency, reduce your workload, and carve out more quality time for your loved ones (or hit the bar).

"This fascinating book will enhance your skills by augmenting the latest Al techniques, truly unlocking your human potential. This ability is the ultimate long-term competitive advantage for individuals and organisations." Jan Mühlfeit, Former Chairman at Microsoft Europe, Executive Coach, Best-Selling Author



JOSÉ KADLEC, a former software engineer, has been at the forefront of revolutionizing stagnant industries like recruitment through analytical strategies and technological advancements since 2006. He made waves as one of the pioneering LinkedIn recruiters, detailing his innovative talent sourcing techniques in his best-selling book, People as Merchandise. Even today, José trains and advises talent acquisition teams at both global and local giants like Oracle, Cisco, Siemens, Accenture, Disney, Zalando, DHL, Airbus, Barclays, and Microsoft.

José co-founded the 140-employee recruitment titan, GoodCall, along with ATS provider Datacruit and the recruitment certification authority Recruitment Academy. With a decade-long presence in the market, these enterprises have received accolades, including recognition in Deloitte's TOP50.

"I began programming neural networks during my studies at the Faculty of Nuclear Sciences and Physical Engineering. I'm fortunate to be living in an era where we can all integrate Al into our daily lives! This is sooo powerful that I wanna die:)"



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