

How the iPad Changes Recruiting

After months of hype and speculation, the iPad has finally arrived. Some tout it as the greatest gadget ever created, while others dismiss it as no more than a giant iPhone. Well, a key thing to realize is that I am typing the majority of this article from my iPad while 30,000 feet in the air on a Delta flight to Orlando!

As a recruiter and business owner, I am constantly on the lookout for tools that can help save me time and make me more productive. During the first hour of this flight I was able to accomplish all of the following on this new little gizmo: Sent off more than a dozen emails to candidates and clients to arrange calls, meetings, interviews, etc. Logged into my office network (Windows platform!) and scheduled some system updates. Retrieved two PowerPoint presentations, opened them for review, and made multiple formatting changes including the addition of pictures I originally took from my iPhone. Texted my son to see what he and his friend were up to back in Detroit. Reviewed a handful of websites to better understand the structure. Sent out five LinkedIn connection requests. Performed a number of LinkedIn and other searches for potential candidates. Updated my Twitter, Facebook, and other social media profiles.

When I was actually done working, I was able to order some accessories from the Apple Web site, looked at flights for an upcoming trip, and did a little light reading of the Wall Street Journal and USA today.

It looks like the days of wasting precious time on planes and trains while traveling may be coming to end. As a recruiter, I now have access to my candidates and clients from just about anywhere, including the air!

Now, you may be saying to yourself, —I could do all of that on my phone! Well, here's how the iPad is better than a smartphone:

1. **Bigger screen.** This one is obvious. The screen is 9.7 inches diagonally; the iPhone, by contrast, has a screen of 3.5 inches. This makes the iPad easier to navigate than a smartphone, and much nicer to read from—no more eye strain from reading tiny resumes. The larger screen also makes watching video resumes and attending GoToMeeting and WebEx events a real option.
2. **Touch Screen.** I have found the multi-touch screen on the iPad a pleasure to use. Adding and editing graphics to documents and emails is as simple as a drag and drop with your finger. No need for cutting and pasting or using third-party software to enhance photographs.
3. **Bigger keyboard.** Both the onscreen keyboard and the plug-in keyboard accessory are easier to use than the tiny buttons found on a smartphone. No more thumb cramps! These keyboards are more ergonomically correct, allowing for faster, more accurate typing.
4. **Real document editing.** Editing documents on a smart phone is cumbersome and often causes formatting issues. With a simple download from the iTunes store of Numbers and Pages, I can create, edit and email documents in Word format, as a PDF, or as a native Apple file.

The iPad can't make phone calls, and it can't fit in your pocket, but in all other respects it's superior for recruiting functions. You might also be thinking, —What can an iPad do that a Netbook can't?

1. **Lightweight.** The iPad weighs 1.5 lbs and measures about 8 inches by 10 inches (and a half-inch thick), making it much more portable than a standard laptop or Netbook. The latter tend to be about an inch thick and weigh 2.5 to 3 pounds. This can be a significant difference when you're schlepping through airports a lot, like I am.
2. **It's always ready to go.** Leave it on, let it sleep. Touch the button to wake from sleep and you're using it right away. No waiting for the device to boot up every time or waiting for it to shut down while the flight attendant is giving you dirty looks when the plane is about to land!
3. **Excellent battery life.** Apple says the iPad's battery will last 10 hours on a charge. Some reviews, with heavy testing, have shown it to last even longer. My personal experience is about 8.5 hours of VERY heavy use surfing the Internet, watching a video, and editing documents.
4. **User experience.** No more mouse. iPad uses full multi-touch interface. To me, using the iPad interface feels like the future. Drag, drop, and resize photographs with a simple swipe of your finger. Pinch an image or text to zoom in or out – now that is cool!
5. **Speed.** iPad is very fast. Even some dissenting reviews commented on the impressive speed. —The performance is stunning. Unlike even the iPhone 3GS, the iPad never seems to be anything but snappy. Apps open crisply. Animations never slow the presentation. (Paul Thurrott)
6. **Wireless options.** The iPad 3 allows the user to connect to the Internet almost anywhere. While most Netbooks include Wifi connections, the iPad sports a built-in 3G cellular connection, allowing me to work while sitting in a taxi and just needing to check email without the need to find a Wifi access point.
7. **eReader substitute.** The iPad was designed for reading eBooks. Prior to purchasing my iPad, I carried both a laptop and a Sony eReader, a device similar to the Amazon Kindle. Today I can carry just my iPad.

BUT, Netbooks do have some advantages, such as:

Ability to store more than 64GB of data: We expected a little more memory on the iPad. Even the most basic Netbook has a 160GB hard drive. Cloud storage can assist with data, but it's still no replacement for onboard capacity.

Familiar email and calendar interface: If you are used to using Outlook on your PC, the email and calendar functions on the iPad may seem a bit more difficult to use. After less than a week of use, I was able to master them.

USB Port: The iPad does not currently have a USB port. If you have files saved on a USB memory stick, you are out of luck. Currently, I have to transfer the files from my memory stick to my laptop and then to the iPad. This is one area that the media has aggressively criticized Apple for and I would have to agree.

No Flash: While the iPad does provide a great visual experience most of the time, it does not support Flash. So, you won't be able to view every website. Flash is declining in popularity, so this

may eventually be a non-issue, but it can be an annoyance in the meantime. For companies that use Flash on their career pages, it may limit your audience.

Despite some limitations, Apple's tablet is simply more intuitive and points the way towards the future of mobile computing. Windows netbooks have the multi-tasking edge, but their touchpads seem old-fashioned by comparison and most touch-enabled netbooks I've used are underwhelming.

So the big question is: Who is going to develop the first fully functional, fully featured recruiting application for the iPad?

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