








Recruitment | Candidate Persona Canvas

huanan™

Your RPO Partner

<p>BIO</p>  <p>Who is your target applicant?</p> <ul style="list-style-type: none">• Social Background• Current Job Title• Location• Earnings• Education• Experience• Likes/Dislikes	<p>GOALS</p>  <p>Why are they looking to move jobs?</p> <ul style="list-style-type: none">• Career Aspirations• Life Goals	<p>JOB SEARCH & APPLICATION PROCESS</p>  <p>How will they search and apply?</p> <ul style="list-style-type: none">• Active/Passive• Desktop/Mobile/Tablet• Virtual or In-person Interview	<p>PERSONALITY</p>  <p>What are their key traits?</p> <p>What would their psychometric profile reveal?</p>	<p>MOTIVATION</p>  <p>What matters to them in a new company?</p> <ul style="list-style-type: none">• Company Reputation• Ethos and values• Products/Services• Salary• Bonus/Commission• Location• Culture• Benefits• Teammates• Holidays• Prospects• Office Environment
<p>INFLUENCERS</p>  <p>Which stakeholders will affect their decision?</p> <ul style="list-style-type: none">• Family and Friends• Spouse/Partner• Receptionist / Interviewer / HR & Line Manager• Current Employer• Previous Employees	<p>CONTENT & RESOURCES</p>  <p>What information will they rely on?</p> <ul style="list-style-type: none">• Job Advertisement• Job & Person Specification• Company website• Social Media Profile• Glassdoor / review sites• Employer Communications			