



WHAT KIND OF CANDIDATE AM I?

1

BIOGRAPHY

What is my Candidate Persona?

Age, Title, Position, Wage, Location, Education, Experience, Social Background

2

SKILLSET

What are my Skills & Attributes?

Where am I most knowledgeable in and where am I most experienced in

3

PERSONALITY

What are my Qualities, Strength & Weaknesses?

Tip: Do a Psychometric Analysis

4

FRUSTRATIONS

What frustrates me?

Barriers for a Job Change, Why do I want to change Jobs

5

OBJECTIONS / GOALS

Why do I want to change jobs?

Career Aspirations (and Inspirations), Life Goals

**ARE YOU UNSURE AND NEED SOMEONE TO TALK TO?
GIVE US A SHOUT!**

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ROLE MODELS

Who am I looking up to?

Family, Friends, Partner, Manager, Colleagues, Social Media Influencers, etc.

7

MOTIVATION

What motivates me?

Mission, Vision, Values, Culture, Reputation, Pay, Benefits, Projects, Innovations, Work Environment, Colleagues, L&D

8

CHANNELS

Where will I look for new Roles?

Job Boards, Google Searches, Social Media (Linkedin, Xing, Facebook), Career Sites,...

9

CONTENT

Which (and who's) Information can I trust?

Job Boards, Job Ads, Social Media Jobs/Posts, Corporate Sites, Career Pages, Talent Networking Sites (e.g. Linkedin), etc.

10

JOB SEARCH BEHAVIOUR

How do I look for jobs?

Active, Passive, Mobile, Desktop, Contacts through Friends and Family ("Vitamine B")

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