Goals:
1. Attract applicants who may not know about your organization, this role, your industry, etc.
2. Stand out to those highly desirable passive candidates, among a sea of job listings with words that resonate
3. Repel the unideal candidate who won't be a good fit for you.

ABOUT YOU: Who are you trying to attract?
Before diving into the description, duties, or details, think about your ideal candidate and the behaviors and qualities you'd like to attract.

Position: _____

Behaviors:

☐ Harmonious   or   ☐ Assertive
☐ Introspective   or   ☐ Outgoing
☐ Urgent   or   ☐ Patient
☐ Big Picture   or   ☐ Precise

Qualities: _____

_____

ABOUT US: Share how you provide what they NEED and care about.
Identify what is relevant about your organization, based on what they need to be productive and how they prefer to get work done, in a way that resonates who you're trying to attract.

Needs:

☐ Team environment   or   ☐ Own your outcomes
☐ Freedom from politics   or   ☐ Connect & build relationships
☐ Fast pace & variety   or   ☐ Stability, predictability, loyalty
☐ Flexibility & autonomy   or   ☐ Structure & getting things right

What elements of your organization's culture, accolades, and work environment fit these needs? _____

_____

FORMAT: Determine the STYLE of your ideal candidate.
Based on their behaviors and needs, what's the style that would be most attractive?

☐ Supportive   or   ☐ Direct, to the point
☐ Short bullets   or   ☐ Detailed sentences

Example

ABOUT YOU: Who are you trying to attract?

Before diving into the description, duties, or details, think about your <u>ideal</u> candidate and the behaviors and qualities you'd like to attract.

Position: **Accountant**

Behaviors:

☒ Harmonious	or	☐ Assertive
☒ Introspective	or	☐ Outgoing
☐ Urgent	or	☒ Patient
☐ Big picture	or	☒ Precise

Qualities: Driven to support the team's & customer's needs; Specialized expertise; Enjoys working alone for long periods; Strong attention to detail; Technical and analytical; Follow up and follows through; Cautious with risk; Comfortable with routine

ABOUT US: Share how you provide what they NEED and care about.

Identify what is relevant about your organization, based on what they need to be productive and how they prefer to get work done, in a way that resonates who you're trying to attract.

Needs:

☒ Team environment	or	☐ Own your outcomes
☒ Freedom from politics	or	☐ Connect & build relationships
☐ Fast pace & variety	or	☒ Stability, predictability, loyalty
☐ Flexibility & autonomy	or	☒ Structure & getting things right

FORMAT: Determine the STYLE of your ideal candidate.

Based on their behaviors and needs, what's the style that would be most attractive?

☐ Supportive	or	☒ Direct, to the point
☐ Short bullets	or	☒ Detailed sentences