

10-STEP WORK SHEET TO FINDING YOUR IDEAL CANDIDATES



signature
Career
Management

Let's face it - the best candidates aren't trawling job boards. They're excelling in roles they love. So once you've caught their attention, whether that be through direct advertising, a recruitment partner or your own network, you now need to figure out if this prospective candidate is going to be the right fit as well as positioning your opportunity in a way which will inspire, excite, and invite someone into something bigger. If you can't bring it to life and highlight the great, the mundane and the challenge, you're probably attracting either the wrong talent or putting the right ones off.

Instructions

Use the prompts below to build your pitch. This can be used to create a compelling role pitch that speaks to the ambitions, motivations, and mindset of great candidates.

Company Purpose & Mission

? What is your company's mission? What change are you trying to make in the world or industry?



Why This Role Matters

? How does this role contribute to your mission and business success?





Vision For The Future

- ? What does success look like in 12-24 months? How will this role evolve? *(set a roadmap for the future, not just requirements now)*



Your Culture and Team

- ? Describe the working style, team dynamic, and leadership values. What makes your culture unique?



Growth & Development

- ? What can this person expect to learn, lead, or build over time?



Why Now?

- ? What's happening in the business or market that makes this the right time to join?





What We're Looking For



Keep it brief. Focus on traits, not a menu of requirements. (*i.e. "We're looking for a strategic thinker who's hands-on, decisive, and motivated by solving complex problems"*)



What Makes This Role (Or You) Different



What's unique about this role, or your company compared to similar jobs? Is it the autonomy, leadership, market opportunity, or something else?



The Character This Role will Suit



You don't want to attract everyone, as it's not going to be for everyone. Think about what will be challenging about this role as well as what's great about it and what type of character will thrive within it.





The Candidate's Legacy



If this person joined and succeeded, what would they look back on in 2-3 years and be proud of?



Remember, this is your pitch, not a JD - use your answers you've written above to bring your role to life when you're pitching to Candidates and/or briefing your recruitment partner.

If you need more help refining your opportunity pitch, or selling it to passive candidates, get in touch for a zero obligation chat about how we can elevate your pitch to candidates.



info@signaturecm.co.uk



www.signaturecm.co.uk



0161 274 9184