

Defining your Ideal Employee Profile is what gives you the most ROI on your employee acquisition, which translates into hiring the right employees, thus increasing retention.

Ideal Employee	Not Ideal Employee
Age Group ————	Age Group
Gender ————	Gender ————————————————————————————————————
Level of Education	Level of Education
Ethnicity ————	Ethnicity —
Family Structure	Family Structure
Skills/ Traits	Skills/ Traits
Values they most have	Values they most have