

Unique Offer

Job Description	Employer Beliefs
Employee benefits	Company benefits
Career	Culture
Unique apply reasons	

Candidate Persona

Disc personality: d i s c

Name

Age

Location

Education

Motivations

Current situation

Orientation

Goals

Frustrations

Candidate Journey

<div>See</div> <div>Unaware</div> <div>Content:</div> <div>Channels:</div> <div>Actions:</div>	<div>Think</div> <div>Consider job switch</div> <div>Content:</div> <div>Channels:</div> <div>Actions:</div>	<div>Do</div> <div>Willing to apply</div> <div>Content:</div> <div>Channels:</div> <div>Actions:</div>	<div>Care</div> <div>Spread the word</div> <div>Content:</div> <div>Channels:</div> <div>Actions:</div>
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Goals & Resources

Leads	Applicants	Interviews	Hires
When must employees start		What is the time to hire	
When should we start sourcing		Budget per hire	
Meeting rhythm			
Requitment team			