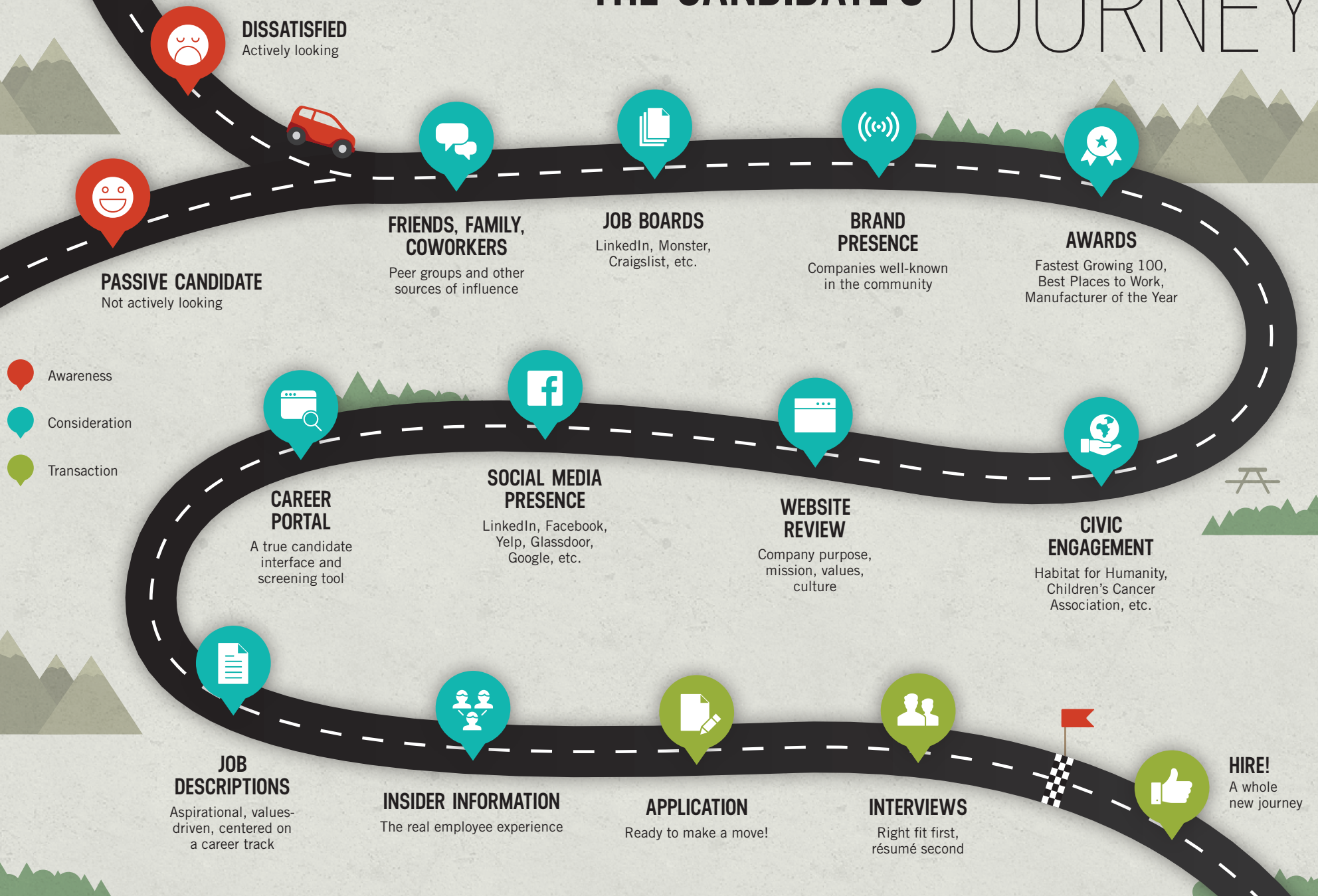


THE CANDIDATE'S JOURNEY



LEARN HOW TO ATTRACT & RETAIN DREAM EMPLOYEES: KINESISBLOG.COM

kinesis 

THE CANDIDATE'S JOURNEY ACTION PLAN

Name: _____

Email: _____

Please be sure to tally up the Self Score column once you have completed your Action Plan!

		Self Score (1–10)	Action	Urgency (Low, Med, High)
1	Job Board Postings		LinkedIn, Indeed, Craigslist, etc. Do your postings attract anyone and everyone, or are you laser-focused on right fit applicants? Do your listings speak to career advancement, culture, and purpose?	
2	Brand Presence		How well-known is your company in the marketplace? If you're in a small town, for example, do people know you as a great employer that cares? If you're in a larger community, is your brand talked about at cocktail parties? Do people generally know what you do?	
3	Awards		Fastest Growing 100, Best Places to Work, Manufacturer of the Year, etc. Do you demonstrate excellence and leadership in your industry? Do you win awards that speak to your commitments—people, the environment, etc?	
4	Civic Engagement		Habitat for Humanity, Children's Cancer Association, etc. Do you go above and beyond producing a product and generating paychecks? Do your actions in the community speak to a commitment to others? If you are active in the community, how well do you share this participation? Would an employee who knows nothing about you be able to see your philanthropic contributions?	
5	Website		How well does your website communicate what you do? Does your website speak to a critical customer – the potential employee? Does the website share your mission, vision, and values? Does your website meet the standards of today's candidate?	
6	Social Media		Are you monitoring and managing your online reputation? Do you share your culture and commitment to employees on social channels relevant to your potential employees?	
7	Career Portal		Does your company accept applications online? If so, does your career center speak to candidates or just take in résumés?	
8	Job Descriptions		Do your job descriptions clearly articulate what success looks like? Do they speak to purpose, mastery, and autonomy?	
9	Insider Information		Do you know how your employees talk about your business behind closed doors? Is there a mechanism to foster dialogue?	
10	Interviews & Applications		Does your HR team actively manage the candidate experience? Are rejected candidates left with a reasonably positive experience?	

Total: _____ / 100

MY DREAM EMPLOYEE(S)

Name: _____

Company: _____



MY DREAM EMPLOYEE #1

Name & Role: *Barbara, Production Manager*

Attributes & Values:

Self Starter, High Follow-through, Committed to Fairness, Driven by Results...

Things This Person Cares About:

Volunteerism, Career Advancement, Skills Development...

Notes (Demographics/Psychographics):

College Education, Mid-career, Wants to be Part of Something Important...

MY DREAM EMPLOYEE #2

Name & Role:

Attributes & Values:

Things This Person Cares About:

Notes (Demographics/Psychographics):

MY DREAM EMPLOYEE #3

Name & Role:

Attributes & Values:

Things This Person Cares About:

Notes (Demographics/Psychographics):