

WHO AM I REALLY LOOKING FOR?

A practical
guide to building
an effective
**candidate
profile**



Prepared by



KNOWLEDGE IS POWER

Experience matters, especially when it comes to developing relationships with qualified candidates. Having focused on Candidate Development for over 25 years, we have sharpened our process to the efficient model we use today. Overall, **establishing a complete candidate profile** sets our clients up for success.

Having as much information as possible is key to successful candidate sourcing. When companies can do the following two tasks well, they are in the best position to improve the quality and quantity of qualified candidates:



- **Sell the role / your organization like a motivated salesperson.** When we pitch the position or the company to potential candidates, the more positive details we know, the more we can help explain why our client is great.



- **Fully describe the ideal candidate.** This includes experience, scope of responsibilities, educational background, leadership skills, soft skills, cultural fit, and temperament.

Knowing **the most information upfront** will greatly accelerate our clients' candidate discovery timeline. That's why we made this guide!

CANDIDATE PROFILE GENERATION

Having a complete candidate profile is paramount to conducting a successful candidate development campaign. When we know what a client is looking for, we can find people that fit their needs.

Attributes are listed but not limited to:

- Leadership Skills
- Soft Skills
- Scope of Responsibilities
- Problem-Solving Skills
- Experience
- Education
- Expected Salary
- Willingness to Relocate
- Current Geographic Location
- Vision for the Future
- Career Goals
- Personality/Character



Knowing as much as possible about a client's needs will greatly assist us identify on-target professionals. All this information contributes to crafting an **effective candidate profile**, ultimately saving our clients substantial time during a candidate sourcing project.

DESCRIBE THE ROLE OR COMPANY

Another foundational step to identifying the ideal candidate is to describe the role and company. The more information provided, the better we can identify the right people for this role.

Namely, the more we know, the more we can “sell” the role or organization to candidates. Here are five key details that help to maximize results:

- 1. Why is this role open and for how long has it been open?** This question can reveal a lot about the motivations behind the ask. Was it a bad cultural fit or underperformance?
- 2. How will the new candidate’s performance be measured and at what intervals?** Providing this information to the candidate can help them know what to expect.
- 3. What functions should this person be able to perform? Any non-negotiables?** Knowing concrete tasks and responsibilities that must be achieved can instantly weed out unqualified individuals. This information also helps differentiate this role from others within the client’s organization.
- 4. What soft skills are ideal?** Are there any characteristics like teamwork, oral communication, collaborative ability, adaptability, time management, and more that the client seeks in a new hire?
- 5. What are the perks of this role or organization?** What incentives does the company offer to talented individuals? What’s the company culture like?

WHAT DO CANDIDATES TYPICALLY WANT TO KNOW?

In the candidate screening process, we have an insider's perspective on what information is needed to move forward. Here are some common questions come up about the potential job as we screen professionals for their interest.

- What is the salary and benefits?
- What is the role's description and its responsibilities?
- Is the role is local, remote, or hybrid?
- What is the company's organizational structure?
- What is the size of the team they'd be joining? How many direct reports will they have?
- What is the company's culture like?
- To whom will they be reporting? What is their future boss' personality traits? Manager anxiety is a surprisingly influential factor in the candidate screening process.

The more clients can tell us about these details upfront, the more information we can provide the candidate. Since transparency is a major positive for candidates, providing this information proactively can win over the highest number of qualified candidates.

CANDIDATE PROFILE WORKSHEET

Role Description

Please include:
Title + Main Responsibilities, Compensation and Benefits, and Is it on-site, remote, or hybrid?

Hiring Timeline

Team Size/Direct Reports

Top 5 Criteria

- 1.
- 2.
- 3.
- 4.
- 5.

CANDIDATE PROFILE WORKSHEET PART II

About the Company

Please include:
Name, Core Mission, Values, and other facts important to your organization.

Details about Company Culture

To Whom Will the Candidate Report?

Questions You Want to Ask Candidates

During candidate development, we can ask customized questions on your behalf. This helps fine-tune your search and produces more on-target results.

- 1.
- 2.
- 3.
- 4.
- 5.



DISCOVERING TALENT. *FUELING GROWTH.*

Corporate Navigators is experienced at addressing key hiring challenges. By sourcing and developing a list of qualified candidates, we can significantly shorten our clients' hiring timelines. Having a clear idea of our client's ideal candidate profile further accelerates our customized talent search.

To start your candidate search, we invite you to schedule a complimentary consultation. During this call, we can discuss all the necessary steps to take so that you have a list of interested and qualified candidates to call when you're in need.



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