

Recruitment Process Playbook

Company name:

IDEAL CANDIDATE PROFILE	STRUCTURE FOR SUCCESS	ENGAGEMENT	STORYLINE	CAMPAIGN
Persona criteria:	Reason to reach out:	Education, people & culture:	What's the story:	Positive contact moments:
				1:
				2:
				3:
				4:
Target market:	Why me?			5:
		Content:		6:
	Personal gains:			7:
Target numbers:				8:
	Professional gains:			9:
Type of approach:		Open (future) vacancies:		10:
	Company introduction:			