



Samira

Age: 21
Education: A levels at 6th form college
Role: Receptionist

Company: Calls Direct Ltd
Sector: Outbound Telesales
Employees: 30

Role Summary:

Supports team in admin, paperwork, HR duties, answering calls, mail, maintains web/social media content. (Experience: Low)

Goals:

- Managing team requests quickly
- Establish admin processes
- Keep workplace pleasant and tidy
- Keep on top of communication
- Maintain web content
- Helping with recruitment

Motivations:

- Pay
- Wants to develop her career and become an important team asset
- Keep team and management happy
- Likes to quickly understand and become comfortable with her situation and surroundings
- Wants to be trustworthy

Satisfactions:

- Get out of the office on time having done everything/have no outstanding requests
- Successful staff functions/socials
- Impressing management
- Facilitating team achieving targets
- Being awarded added responsibility

Frustrations:

- When timesheets, sales sheets etc are submitted late, incomplete or not at all
- Staff truancy
- Bad communications
- Vague Tasks

Fun Efficient Impatient
Gossips a lot Likes to party
Coffee drinker Hard working
People person Phone addict
Organised chaos Multi tasker

Recruiting expertise **LOW**
Recruiting tools expertise **LOW**
IT/Computng skills **MEDIUM**
Sales experience **LOW**

Do:

- Keep it simple
- Provide help tools, hints, tooltips
- Provide easy stats and figures in visual forms and downloadable
- Provide lots of candidate search results or job applicants rather than high quality
- Make sharing info amongst colleagues easy
- Allow posting of vacancy etc to social media website etc.

Don't:

- Use industry specific syntax and acronyms
- Market or sales contact her

Samira

Receptionist



Lee

Age: 22
Education: Undergraduate Sports Science
Role: Sourcer

Company: Recruit MAX
Sector: IT Recruitment
Employees: 28+

Role Summary:

Resources CV's and identifies sales leads to pass to new business scout. (Experience: Low, recent graduate)

People person

Passionate

Healthy

Outgoing

Sporty

Relaxed

Good memory

Easy to please

Goals:

- Add more people to database
- Email candidates to clients by lunch
- Keep finding/adding candidates
- Build relationships with clients (get exclusivity)
- Hit targets

Motivations:

- Getting commission
- Build reputation and work experience
- Make connections
- Learning
- Increase earnings

Satisfactions:

- Talking to different people
- Offering career guidance
- Customer satisfaction
- Impressing colleagues
- Fast sourcing

Frustrations:

- People turning offers down when he knows it's right for them
- Candidates not turning up for interviews
- Good candidates get hassled by agencies
- Endless phone calls

Recruiting expertise **LOW**

Recruiting tools expertise **LOW**

IT/Computng skills **LOW**

Sales experience **LOW**

Routine:

- Checks emails over breakfast
- Makes to do list
- Forwards first few CV's to clients by 10AM
- Add 10-12 contacts to call at lunch
- Follows up at mid day
- 12-2 calls candidates as they are on lunch
- Looks through database and job boards in afternoon (30,000 candidates)
- Contacts people by email

Do:

- Make changes gradually
- Support on/for optimization
- Provide alerts and notifications
- Improve search
- Improve information management

Don't:

- Force new features on him

Lee

Sourcer



Steve

Age: 43
Education: The University of Life
Role: Agency Managing Director

Company: Global Hiring
Sector: Finance and Sales
Employees: 60+

Role Summary:
Runs company by managing teams, planning and strategy work, business development, networking etc (Experience: High 20+years)

Goals:

- Cost management
- Staff welfare
- Increase turnover
- Hiring good staff
- Improve efficiency - business processes e.g. training, handbooks.
- Connect with other business/industry members (network)
- ROI Increase

Motivations:

- Beat rivals
- Loves making money
- Growing business
- Wants to be a good leader to the business and the team

Satisfactions:

- Seeing his team make money and placements
- High sales
- Business growth
- Likes being the boss

Frustrations:

- Market fluctuations
- Clients being stolen by competition
- Lack of good candidates at times

Proud Impulsive Impatient

Confident Loud Self made man

Funny Goal driven Motivated

Over worker Easily distracted

Always on the phone High energy



Do:

- Provide stats, figures and measurable info on the staff and business performance
- Reach out with deals and new features
- Suggest cost efficiency
- Wants notice of changes
- Spell it out for him i.e. pro and cons

Don't:

- Surprise him
- Bug him with notifications
- Block channels of communication i.e. he will want to get in touch
- Change things quickly or dramatically

Steve
Managing Director

'I'm the captain of the ship and it's my job to steer in the right direction' Steve



Holly

Age: 31
Education: Degree in Computer Science
Role: Startup Founder/Director

Company: Squeeze.io
Sector: Data Analytics
Employees: 8

Role Summary:
Developing her startups business strategy, team management, networking, dev work, reporting to investors and hiring. (Experience: High, IT background)

Goals:

- Developing her business
- GROWTH
- Expanding team
- Balance the books
- Creating processes/order
- Save/reduce spending

Motivations:

- Provide an industry leading service
- Create a dynamic, driven, relaxed yet focused business
- Prove herself as a young, female entrepreneur

Satisfactions:

- Good customer feedback
- Successful release cycles
- Reliable staff/team
- Good publicity for business
- Get funding

Frustrations:

- Endless business costs
- Business set-up and administration processes
- Under resourced in terms of staff
- Getting into big businesses

Outgoing Hard working Efficient

Driven Busy Coffee drinker

Career focused Ambitious

Team player Commuter Fair

High expectations of people & services



- Do:**
- Keep it simple
 - Sell the quality of the service on her arrival
 - Reassure her
 - Show advanced user options
 - Show back office and admin features
 - Provide broad service offering

- Don't:**
- Spam with emails, sales and marketing communications
 - Add support dependency i.e. don't make her reliant on human assistance
 - Create complex pricing structures or commitment concerns

Holly

Startup Founder

'I've exhausted my network of connections and need a tool to find great staff,' Holly



Teddy

Age: 35
Education: Undergraduate in Sociology & Humanities
Role: HR Manager

Company: Total Systems
Sector: SAAS and Support
Employees: 1770+

Role Summary:
Maintaining HR systems and team, supporting professional growth, performance management, sourcing/hiring staff. (Experience: Medium 8 years)

Goals:

- Streamline the hiring process
- Bringing team members onboard that match and benefit the business culture
- Attract and retain talent
- Understand business requirements
- HR process development

Motivations:

- Creating a strong team culture
- Keeping the management team happy
- Helping the team succeed
- Assisting team members in developing their careers, seeking promotions etc

Satisfactions:

- Filling a role with a strong candidate
- Good feedback from team leaders about new employees
- Happy staff and management
- Fast or straightforward hires

Frustrations:

- Low quality candidates
- Skilled candidates not replying or active
- Bad performance from HR team
- Lack of clear communication from the hiring manager
- Team members not pulling their weight

- Quiet
- Easy going
- Slow paced
- Protective of free time
- Young family
- Reliable
- Leaves work at the door



- Do:**
- Suggest cost efficiency

- Don't:**
- Show stats
 - Expect him to become familiar with the system as he may be an infrequent visitor/user.
 - Don't hassle or contact him with offers, deals

Teddy

HR Manager



Sarah

Age: 38
Education: Undergraduate Business and Marketing
Role: 360 Recruiter

Company: Go Talent
Sector: Engineering
Employees: 16

Role Summary:
Manages the recruitment process from start to end, generating clients and candidates whilst maintaining networks (Experience: High - 17 years)

Demanding of service & people

Performance driven

Impulsive

Family orientated

Battle hardened

Focused

Outgoing

Goals:

- To quickly find presentable candidates
- Not miss opportunities
- Encourage clients to seek hiring advice
- Create more work by suggesting things to clients e.g. role might better suit 2 candidates
- Understand candidate motivations
- Coaching staff

Motivations:

- Get clients good employees and candidates good jobs they like
- Make placements, get commissions
- Build reputation (exclusivity)

Satisfactions:

- Buzz
- Money
- No two days are the same
- Enjoys matching candidate and client
- Dynamic environment

Frustrations:

- Candidates are unpredictable
- Unfair competition e.g. poaching etc

Recruiting expertise **HIGH**
Recruiting tools expertise **MEDIUM** **HIGH**
IT/Computng skills **MEDIUM**
Sales experience **HIGH**

Routine:

- Office by 7.30am does admin til 8.00am
- Calls candidates between 8-10am
- 10-12am business development i.e. market-ing calls, client meetings.
- 12 – Back to candidates admin/emails
- 12.30-1.00 Lunch
- 1.00pm-2.00pm calls candidates
- 2.00pm-4.00pm business development, calls HR managers etc
- 4-5.30 Admin & formatting/sending CV's
- 5.30 Calls more candidates
- 6.15 goes back home to family!

Do:

- Add efficiency e.g. type ahead etc
- Allow close control
- Send urgent notifications

Don't:

- Get in her way e.g. instructions, pop-ups, adverts and offers

Sarah

360 Recruiter