



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



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.

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





_ee

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:

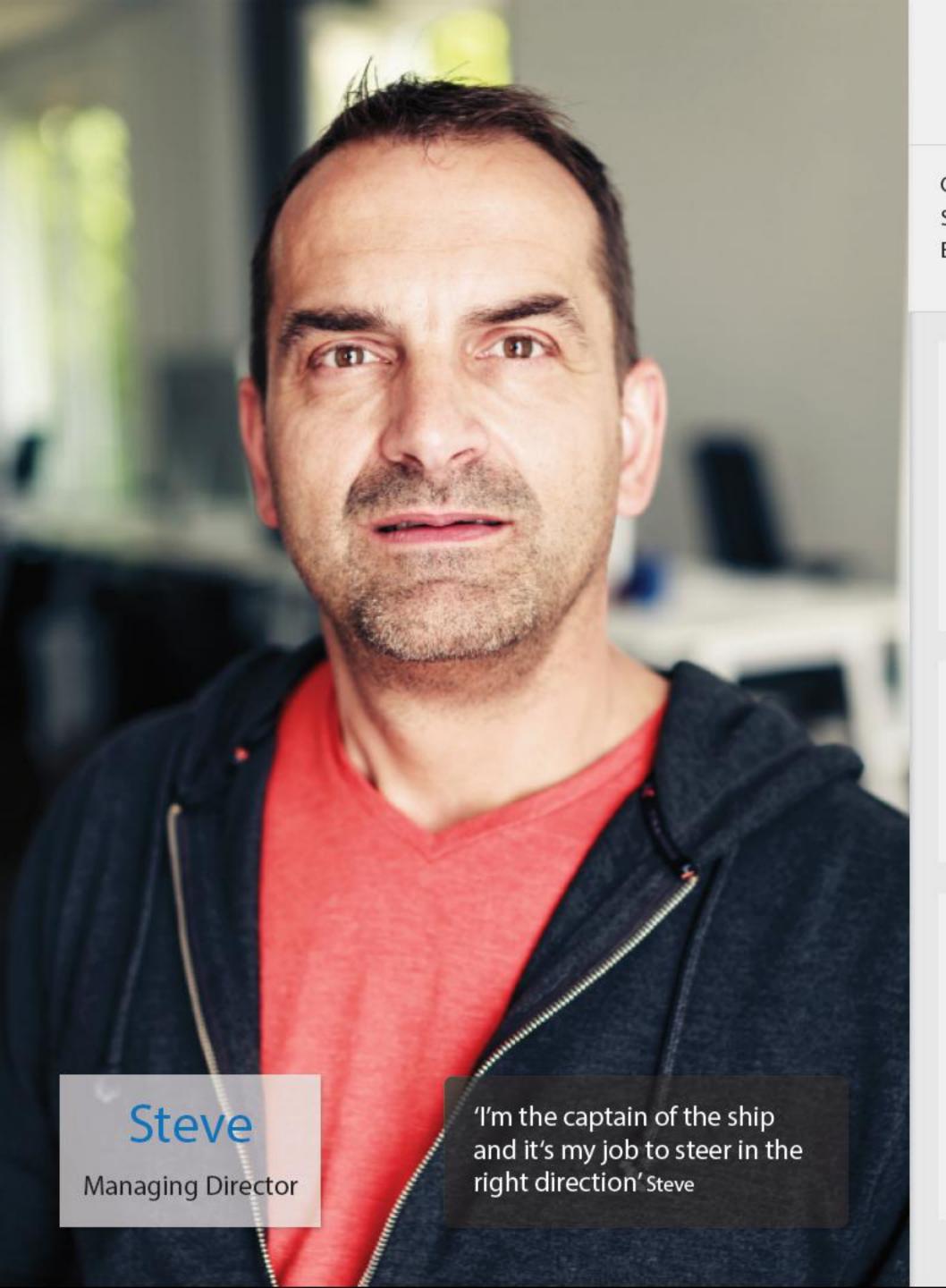
- Checks emails over breakfast
- Makes to do list
- Forwards first few CV's to clients by 10AM
- Add 10-12 contacts to call at lunch
- Follows up at mid day
- 12-2 calls candidates as they are on lunch
- Looks through database and job boards in afternoon (30,000 candidates)
- Contacts people by email

Do:

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

Don't:

Force new features on him





Age: 43

Education: The University of Life

Role: Agency Managing Director

Global Hiring Company: 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

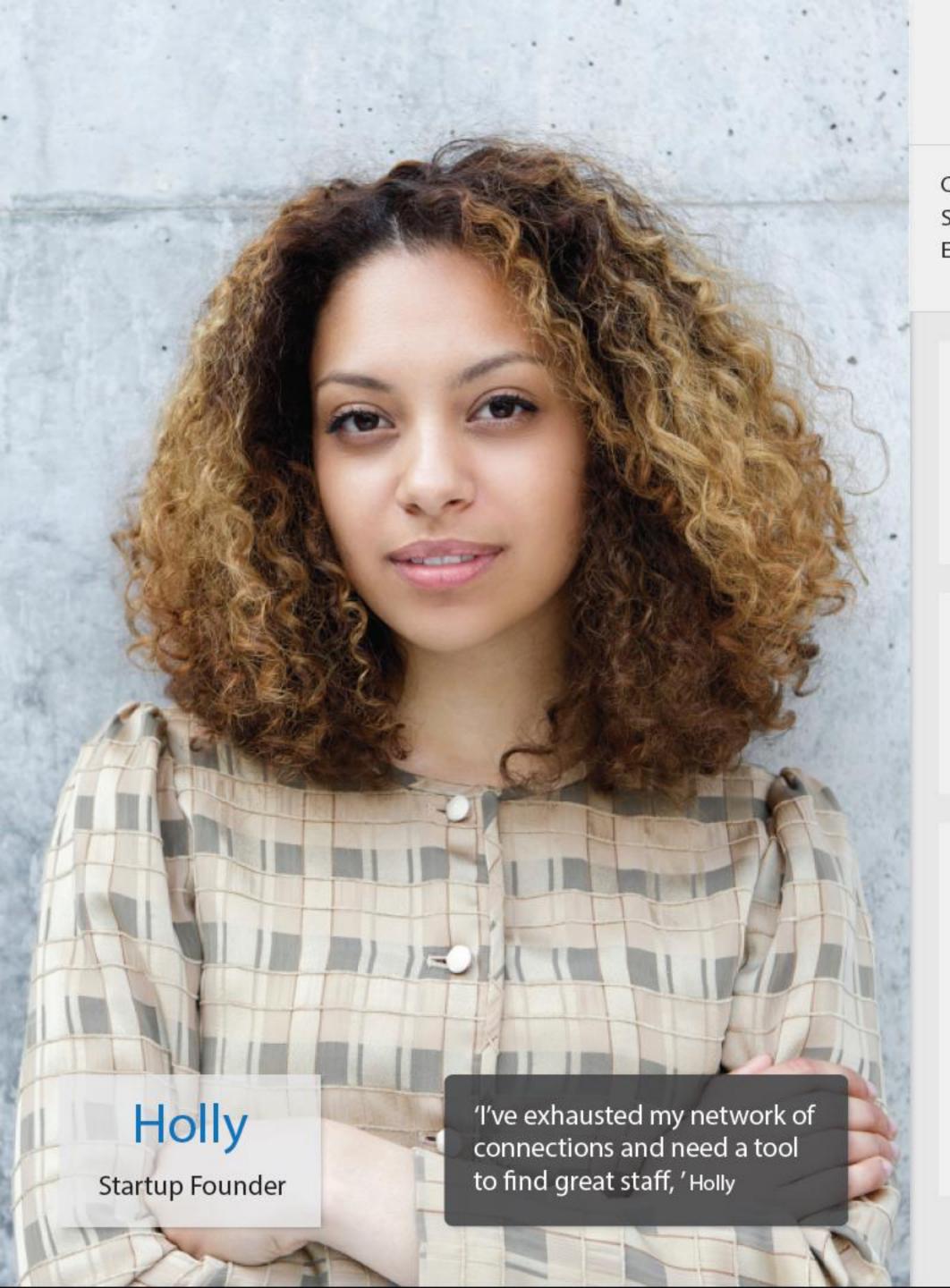
Proud	Impulsive	Impatient
Confident	Loud	Self made man
Funny	Goal driver	Motivated
Over worker		Easily distracted
Always on the phone		High energy



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

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





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:

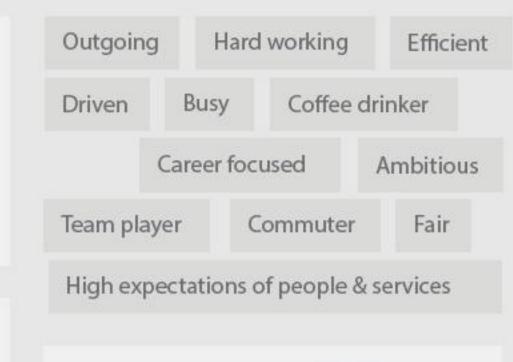
- Provide an industry leading service
- Create a dynamic, driven, relaxed yet focused business
- Prove herself as a young, female entrepreneur

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



Recruiting expertise Low

IT/Computing skills HIGH

Sales experience LOW- MED

Recruiting tools expertise Low

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

- 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





Age: Education:

Undergraduate in Sociology & Humanities

Role: HR Manager

35

Company: Total Systems

Sector: SAAS and Support

Employees: 1770+

Role Summary:

Quiet

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

Easy going

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

Protective of free time Young family

Reliable Leaves work at the door

Recruiting expertise HIGH

Recruiting tools expertise MEDIUM

IT/Computing skills MEDIUM

Sales experience LOW

Slow paced

Do:

Suggest cost efficiency

- 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





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 maintain-

ing networks (Experience: High - 17 years)

Demanding of service & people

Performance driven

Outgoing

Impulsive

Family orientated

Battle hardened

Focused

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/Computing 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. marketing 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