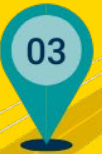


10 Steps to a Great Candidate Journey!

A Road Map For Achieving
Internal Stakeholder Buy-In



the moment they submit their resume to you. To stand out and have applicants tell their colleagues about your company, even if they didn't get the job, follow these steps to create a fantastic candidate journey.



LEAD WITH EMPATHY

As you start putting together a map of your candidate's journey, keep in mind that the work you're doing should be from the viewpoint of the candidate, not yourself or your team. Leading with empathy to capture how candidates think, feel and what they say and do is what will help talent connect with your brand.



Step 1

Define the Scope and Objectives

- What is the specific candidate journey you want to map?
- What do you want to accomplish by creating this map?

Metrics to Consider:



Time to fill



Cost per hire



Quality of hire



Candidate
satisfaction



Step 2

Research and Gather Data

- What data do you have available from candidates about their current experience?
- Consider including online reviews from social media or Glassdoor, or using AI to help provide more general information

Metrics to Consider:

Candidate sources and their effectiveness
(e.g., job boards, referrals)

Candidate drop-off rates at each stage of the recruitment process

Number of applicants per position

A graphic for Step 3 featuring a vertical line with a grey circle at the top. Three yellow arrow-shaped boxes point right, with the middle one containing the text 'Step 3'.

Step 3

Identify Candidate Personas

- Who are you creating this journey for?
- It is not uncommon to have a few personas for candidates at different stages of their careers

Metrics to Consider:



Demographics of candidates
(age, education, experience level)



Career motivations and goals



Common pain points in the job search process

A graphic for Step 4 featuring a vertical line with a grey circle at the top. Three yellow arrow-shaped boxes point right, with the middle one containing the text 'Step 4'.

Step 4

Outline the Journey Stages

- What are the key stages or phases in the journey you're mapping?
- What are the main steps a candidate takes in each of those stages?

Metrics to Consider:

Stages of the recruitment process
(awareness, application, interview, offer, onboarding)

Average duration of each stage

Conversion rates between stages

A graphic for Step 5 featuring a vertical line with a grey circle at the top. Three yellow arrow-shaped boxes point to the right, with the middle one containing the text 'Step 5'.

Step 5

Map Actions and Touchpoints

- What are the specific actions a candidate takes at each stage?
- How does a candidate interact with you at each of those stages?

Metrics to Consider:



Number of applications submitted



Response rates to recruitment communications



Number of interviews scheduled and attended

A graphic for Step 6 featuring a vertical line with a grey triangle at the bottom. Three yellow arrow-shaped boxes point to the right, with the middle one containing the text 'Step 6'.

Step 6

Capture Thoughts and Feelings

- Evaluate each stage – how does a candidate feel and what are they thinking at each stage?
- Include frustrations, motivations, and emotional responses

Metrics to Consider:

Candidate feedback scores (e.g., NPS, satisfaction surveys)

Common themes in candidate feedback (positive and negative)

Emotional sentiment analysis from candidate interactions



Step 7

Identify Pain Points and Opportunities

- In each stage, what are the challenges or friction points a candidate comes up against?
- What opportunities are there for improvement or innovation?

Metrics to Consider:



High drop-off points in the recruitment process



Reasons for candidate withdrawal



Areas with low candidate satisfaction scores



Step 8

Visualize the Experience Map

- Using diagrams, charts or any other visual aids you need, create a visual representation of the candidate journey
- Include the data you've collected to make a clear and engaging map

Metrics to Consider:

Visual clarity and comprehensiveness of the map

Stakeholder feedback on the visualization

Alignment with recruitment KPIs and business goals

A graphic for Step 9 featuring a vertical line with a circle at the top. Three yellow arrow-shaped boxes point to the right, with the middle one containing the text 'Step 9'.

Review and Validate

- Share with stakeholders – what feedback do they have?
- Test the journey – is it accurate and complete?

Metrics to Consider:



Stakeholder alignment and satisfaction



Accuracy of the mapped data



Frequency of discrepancies found and resolved

A graphic for Step 10 featuring a vertical line with a circle at the top. Three yellow arrow-shaped boxes point to the right, with the middle one containing the text 'Step 10'.

Iterate and Update

- Continue to gather insights and data to refine the experience map overtime
- Update the experience as needed when you notice changes in candidate behavior or bring in new technology

Metrics to Consider:

Frequency of updates to the experience map

Improvement in recruitment metrics
(time to fill, quality of hire, etc.) after iterations

Ongoing feedback from candidates and hiring managers

NEED HELP BUILDING YOUR OWN CANDIDATE JOURNEY?
BOOK A FREE 1:1 COACHING SESSION WITH JEREMY HENDERSON

