

The Customer Desire Map is a tool that can be used to help you create a candidate persona that will allow you to tailor the messaging in your talent pipeline to attract your ideal candidate.

The Customer Desire Map example

<p><i>Hopes and Dreams</i></p>	<p>Your candidates hopes and dreams are what they desire to achieve or attain more than anything else.</p> <p>"I want to have a good work-life balance so I can achieve my career goals and spend quality time with my family."</p> <p>"I want training options so that I can become a better manager and grow my team."</p> <p>"I want to be excited to get up and go to work in the morning."</p>
<p><i>Pains and Fears</i></p>	<p>These are the things that your candidate's will want to avoid at all costs.</p> <p>"I am nervous about managing a big team."</p> <p>"What if I have a difficult workload and it effects my personal life?"</p> <p>"What if I can't meet my targets?"</p>
<p><i>Barriers and Uncertainties</i></p>	<p>These are the things preventing your candidates from achieving their hopes and dreams.</p> <p>"Will I have the opportunities to grow in my role?"</p> <p>"What if I am not a cultural fit?"</p> <p>"What if I don't have enough experience to manage people and I cant do my job?"</p>

This example has a focus on work-life balance, management experience and on personal growth. These are the things your candidate is looking for in a role. When approaching this person then, you might say something like:

Hi Jennifer,

I have had a look at your LinkedIn profile and I think you are a good match for our team and a role that we are looking to fill.

From your skills and experience, I am confident that you would make a great addition to our business and to help us achieve our business goals.

I think this role would appeal to you because:

- We offer a lot of training opportunities and prefer to hire internally rather than externally.
- We place a lot of importance on company culture and offer our team great perks.
- We are passionate about promoting work-life balance and have a lot of working mums on our team that work flexibly.