

Name _____ Title _____

I want to recruit a [type of candidate].

Top 5 Source Companies

1. _____
2. _____
3. _____
4. _____
5. _____

What does this candidate WANT?

How do we help THEM get this?

What is our EVP statement?



Reference

Candidate Outreach Ratio (20-7-3-1):

The 20-7-3-1 candidate outreach ratio is a reliable way to find the best person for a job without wasting time.

Here's how it works:

- Start by finding 20 potential candidates from your source companies
- Reach out to them and see who responds. About 7 of them will be interested in an interview.
- From those 7, pick the 3 most qualified candidates.
- Finally, choose the best person for the job from those 3.

Using this ratio helps you focus on the most promising candidates and avoid wasting time on unqualified applicants. By following this simple approach, you can find the right person for the job in a predictable and efficient way.

EVP Statement:

We help [**who**] do [**what**] by [**how**].

Example Statements:

We help **designers** do **the best work of their lives** by **connecting them to elite brands**.

We help **developers** create **a meaningful impact** through **our world-class driving platform that serves millions of users**.

We help **salespeople** achieve **work life balance** by **offering them flexibility, autonomy, and uncapped commissions**.

We help **reporters** create **positive change locally** by **giving them a platform to share meaningful stories with our community of avid readers**.

