

MKS HR Ideal Candidate Avatar©

As another small business owner we know that your time is your inventory, and you need to make the best use of it. This is why we created this template so you can create your own **Ideal Candidate Avatar** every time you need to hire an employee. Fill in the blanks and you are on your way!

When you are completing this exercise, especially when filling out the hard and soft skills, put everything down. So if it's a skill that would be a nice to have, then still include it because you at this point you don't want to rule anything out. Once you are in the actual recruitment process you can decide if that skill(s) are ones that you would be great for a candidate to have, but not one that's needed to complete the day to day duties of the job.

Job Title – Example Retail Associate	Enter Details Below
Hard Skills – think of knowledge of full cycle accounting, trouble-shooting IT issues, ability to create marketing brochures etc.	
Soft Skills – think of communication skills, interpersonal skills, process oriented, results oriented, time management, working on a team, taking initiative etc.	
Years of work experience in exact same role – how many years of directly related work experience is required for this role	
Years of work experience in similar role – here this are transferable skills from a previous job that gives skills that can be transferred and used in your job	
Education required for the job – don't forget to determine what level of education. Example High school diploma vs. post-secondary	
Professional certifications/licenses needed – example, CPA. Maybe this doesn't apply	
Fit for the role – here think of what type of person would do well in the role. Does the role need someone who can think on their feet & solve problems quickly or does the role need someone who's results driven. Possibly the role needs someone who is calm and even keeled especially in high pressure situations. This is where you do a deep dive & create a full profile of your ideal candidate!	

MKS HR Consulting – The HR Department for Small Business!

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