

PERSONA TOOLKIT



CANDIDATE PROFILE

CANDIDATE BIO

- Position
- Title

THEIR MOTIVATIONS

- Company reputation
- Mission & vision
- Values
- Organisational culture
- Pay & benefits
- Projects & innovation
- Work environment
- Learning & education
- Colleagues & managers

PERSONALITY TRAITS

- Open: Are they innovators or practical thinkers?
- Conscientious: Are they organised or spontaneous?
- Extravert: Are they extroverts or introverts?
- Agreeable: Are they peacemakers or realists?
- Stable: Are they calm or expressive?

WHERE & HOW DO THEY LOOK FOR JOBS?

- Social media, referrals, job boards, career sites, friends & family, other?
- Do they actively or passively look for work?
- Are they mainly on mobile or desktop computers?

WHY ARE THEY CHANGING JOBS?

- Why do they want to change jobs?
- What are the barriers to their current job?

SKILLS & QUALIFICATIONS

- What's their level of education?
- Do they have relevant qualifications?
- Do they have experience in this role? If not, do they have relative experience?

Rikta offers personalised communication tips tailored to the unique personalities of each team member. [Find out more.](#)

COMMUNICATION STYLES

TICK ONE OR MORE OF THESE STYLES:

Innovative and imaginative in discussions, often introducing novel concepts.

OR

Practical and straightforward, sticking to familiar topics and ideas.

Meticulous and organised, ensuring clarity and precision in all communications.

OR

Casual and flexible, less focused on details or planning.

Energetic and engaging, thriving in social interactions and group settings.

OR

Reserved and introspective, preferring one-on-one or small group interactions.

Warm and empathetic, prioritising harmony and understanding in conversations.

OR

Straightforward and critical, more focused on their own perspectives.

Expressive and sensitive, often communicating concerns and emotional reactions.

OR

Stable and relaxed, handling conversations with ease and less emotional expression.