How to Create a Personalized Picture

Before we jump into a discussion about what we call **Personalized Picture,** let's recap what we learned last week about the traditional recruiting model versus the modern recruiting model, Active Attraction.

The Traditional Recruiting model is transactional. The recruiter-candidate interaction is a negative one, as recruiters were taught to jump right into a "great opportunity" within the first 2-minutes the conversation. No attempt to get to know the candidate; it's all about the recruiter.

Recruiters who practice the Active Attraction recruiting model are problem solvers—not position-pushers. They focus on engaging in dialogue, building trust and rapport, and uncovering candidates' pain points. Then, they work *with* the candidate to resolve those pain points.

Personalized Picture: A Process of Discovery

Personalized Picture is an extension of Active Attraction, but it relates to the introductory stage in the recruiting process. There are 3 distinct phases to create a Personalized Picture for candidates:

1. Identify the **Problem**

   There isn't a single recruiter who can call himself an expert in every industry. However, it is possible to identify 1 or 2 generic problems within an industry. Recruiters can do this simply by doing market research and learning more about the position.

   Once the problems have been identified, recruiters can attempt to resonate with the candidate by starting the conversation with:

   "You know how…"
   "You know when…"

2. Introduce the **Solution**

If the candidate confirms the proposed problems, recruiters have to relay a common understanding of those pains. They have to initiate in empathetic dialogue that will support the next step in Personalized Picture: convincing candidates that they're a trustworthy resource. Simple, even slightly generic, verbiage can do the trick. Take this example:

"What I do is help professionals that have to deal with the same issues day in and day out find a way to…"

And from there, recruiters can elaborate on how they have experience resolving their specific pains.

3. Ask Targeted **Questions**

When recruiters introduce generic industry-related problems in phase 1, it sparks interest, but it doesn't necessarily mean they're spot-on. During this phase in Personalized Picture, it's time to truly explore and uncover the candidates' unique problems.