

Core-4 Purpose: Pain, Pleasure, Pursuit, & Personal

How exactly do recruiters gauge if a candidate is a good fit? Is it gut instinct? Is it checking the boxes on a vague checklist? A combination of the 2? Is there a standard, objective, unbiased process within specific organizations? How about in the recruiting industry as a whole?

The answer is no. There is not a standard. There is no objective process. However, it's not too late to establish one.

The Core-4 Methodology

The Core-4 Methodology is a standard, quantifiable process designed to determine if candidates will thrive in their next role. To measure their compatibility, the Core-4 is segmented into 3 categories:

- Production
- Purpose
- Probe

Those 3 categories focus on what the candidate can do for the company, and what the candidate needs from the company to succeed.

Core-4 Methodology: Purpose

Core-4 Purpose is [focused on the candidate's personal and professional needs](#). While half of a recruiter's job is to determine if a *candidate* is the right fit for a *company*, the other half is gauging if the *company* is the right fit for the *candidate*.

Recruiters can get a clearer understanding of a candidate's priorities by learning her work-related **pains, pleasures, pursuits, and personal situation**.

Here's a bit more info:

1. Pain

What pain is the candidate feeling at her current job? Is her boss an intolerable jerk? Are the benefits sub-par? Discover the pieces of her job that she can't wait to leave behind.

2. Pleasure

What does the candidate have at her current job that she wants to keep? Is it compensation? Culture? What about the team dynamic? It's important to understand both the pros and cons of a candidate's current position and balance them equally for her next role.

3. Pursuit

What does the candidate want to gain in her next position? Is she looking for more leadership experience? Does she want the flexibility to work from home? Pinpoint the candidate's end-goals and tailor new roles accordingly.

4. Personal

What limitations (if any) does the candidate have? For example, does she have a life circumstance that limits the amount of hours she can work? Learn the confines of the candidate's position and try to see if they can be accommodated.