

Candidate Journey

WORKSHEET

Map every touchpoint to strengthen your employer brand.

Every interaction a candidate has with your agency – from discovering your job posting to their first day on the job – shapes their perception of you as an employer. This worksheet helps you map the current candidate experience so you can identify opportunities to strengthen your employer brand at every touchpoint.

You'll analyze each step of the hiring process through the candidate lens. Consider what they feel emotionally, what they see and encounter, and what actions they take at each stage.

Stage 1: Discovery

How candidates first learn about your agency and open positions.

Current Touchpoints (Check all that apply):

- ☐ Job boards
- ☐ Agency website
- ☐ Social media
- ☐ Employee referrals
- ☐ Career fairs/recruiting events
- ☐ Professional organizations
- ☐ Internships
- ☐ Other: _____

Feel: What emotions do candidates have during this stage? (examples: uncertain, confused, overwhelmed, excited)

Current Candidate Experience	Future Candidate Experience	What needs to change?

See: What content and information do they encounter? (examples: generic job posts, outdated website, professional content)

Current Candidate Experience	Future Candidate Experience	What needs to change?

Do: What actions do they take? (examples: quickly scan and move on, express interest)

Current Candidate Experience	Future Candidate Experience	What needs to change?

Stage 2: Application

The process of applying for positions.

Current Touchpoints (Check all that apply):

- ☐ Online application
- ☐ Job description
- ☐ Application instructions
- ☐ Application questions
- ☐ Application confirmation
- ☐ Required documents
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Required assessments
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Application status updates
- ☐ Other: _____

What candidates currently experience

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Stage 3: Evaluation

Screening, interviews, and selection process.

Current Touchpoints (Check all that apply):

- ☐ Interview confirmation
- ☐ Interview reminders
- ☐ Interview experience
- ☐ Virtual or in-person _____
- ☐ Number of interviews ____
- ☐ Facility tour
- ☐ Meet the team interactions
- ☐ Follow-up communications
- ☐ Reference checks

What candidates currently experience

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Do: What actions do they take? (examples: quickly scan and move on, express interest)

Current Candidate Experience	Future Candidate Experience	What needs to change?

Stage 4: Decision

Offer process and candidate decision-making.

Current Touchpoints (Check all that apply):

- ☐ Offer communication
- ☐ Offer letter
- ☐ Benefits explanation
- ☐ Salary negotiation
- ☐ Timeline discussions
- ☐ Start date coordination
- ☐ Background check
- ☐ Pre-boarding communications
- ☐ Pre-boarding paperwork
- ☐ _____
- ☐ _____
- ☐ Other:_____

What candidates currently experience

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Do: What actions do they take? (examples: quickly scan and move on, express interest)

Current Candidate Experience	Future Candidate Experience	What needs to change?

Stage 5: Onboarding

First day through first 90 days..

Current Touchpoints (Check all that apply):

- ☐ First day welcome
- ☐ Orientation process
- ☐ Workspace setup
- ☐ Introduction to team/manager
- ☐ Onboarding paperwork (list all required)
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ Initial training (list all required)
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ Regular check-ins
- ☐ Other: _____