

*Taiji Brand + Strategy  
Recruitment Strategy  
Alignment Guide*



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Dear Leader,

Welcome to a discussion guide for leadership teams to align vision, message, and recruitment impact.

Effective recruitment isn't just about filling positions—it's about attracting the right people who align with your mission, values, and vision for the future. This discussion guide is designed to help leadership teams step back from day-to-day demands and take a structured, strategic approach to talent attraction.

At Taiji Brand Group, and across the field of strategic communications, this is the process we use to help organizations clarify their audience, align their vision, and ensure messaging resonates. While you may feel you know your organization well, this exercise has a way of revealing new insights—especially when getting everyone on the same page is critical.

#### How to Use This Guide

**Who Should Be Involved?** Your leadership team—those responsible for defining strategy, culture, and long-term impact.

**How Much Time is Needed?** Set aside 4–5 hours of focused time together to work through the four key exercises.

**Who Facilitates?** One team member can guide the discussion, ensuring time is well spent and insights are captured.

**Need Support?** If you'd like an experienced facilitator, our team at Taiji Brand Group can lead you through the process—helping you push beyond surface-level assumptions and gain a sharper, more unified perspective.

These discussions help teams get real quickly, uncovering gaps, sharpening focus, and setting the foundation for a recruitment campaign that truly connects. Take this time to invest in clarity—because when your team is aligned, your message becomes powerful.

Good luck and enjoy the process!

Regards,

**Caroll Taiji**

Creative Director

Taiji Brand Group

## EXERCISE ONE

## Understanding Your Audience

Start by stepping into your audience's shoes to truly understand their motivations and challenges.

Before designing an effective recruitment campaign, it's crucial to deeply understand who you are trying to reach. Successful campaigns don't just broadcast messages—they resonate with the right people by addressing their motivations, challenges, and decision-making processes. This exercise will help you step into your audience's shoes, moving beyond surface-level assumptions to develop a richer understanding of what drives the people you need to connect with. By doing so, you'll be able to guide the crafting messages that connect, inspire, and ultimately, move people to action.

**Time**

45 minutes

**Participants**

Leadership team

**Tools**

Notepaper and pens

**Difficulty**

Easy

## STEPS

## 01

**Capture a Snapshot of Your Ideal Recruit:**

**Name:** Create a relatable fictional name (e.g., "Social Justice Sarah").

**Demographics:** Age, education level, stage of career, cultural background, etc.

**Geographics:** Community or region that they currently live and work in.

**Passions:** What are this person's primary drives and passions in life?

**Challenges:** What obstacles do they face? (e.g., competition, access, time constraints).

**Influences:** Who or what influences their thinking?

## 02

**Explore Emotional and Behavioral Insights:**

**What They See:** What trends, opportunities, or influences shape their world?

**What They Hear:** Who influences their decisions (mentors, networks, family)?

**What They Think and Feel:** What excites, worries or motivates them?

## 03

**Prioritize Your Target Audiences:**

**Priorities:** Who are the three primary audiences you need to reach with this campaign?

**Motivations:** What do you think are the priority work or career motivations for each group?

**Connections:** What cultural overlaps do your audiences and your organization share?

**Now, Ask Yourself:**

**Why does this matter?** Are we truly seeing our audience's world clearly enough to create meaningful connections?

**Did we challenge ourselves?** Did we go beyond surface-level assumptions to uncover what really drives our audience?

## EXERCISE TWO

# Mapping Your Vision

Now clarify your campaign’s ultimate purpose so you can align your team around a shared goal.

A successful recruitment campaign starts with a clear and compelling vision. Without it, messaging can become scattered, and efforts can feel disconnected. This exercise will help you align your team around a shared goal, ensuring that everyone is working toward the same purpose-driven impact. Take this time to think big, challenge assumptions, and craft a vision that motivates both your team and your future recruits. A bold and well-defined vision will set the foundation for a campaign that truly makes a difference.

### Time

60 minutes

### Participants

Leadership team

### Tools

Notepaper and pens

### Difficulty

Moderate

## STEPS

- 01 Clarify “North Star” Goal:**
  - Impact:** What is the impact you want the recruitment campaign to achieve?
  - Alignment:** How do you anticipate this will support your mission or purpose?
  - Vision:** Summarize a bold vision for the recruitment campaign, eg: “Attract 50 mission-driven professionals within the next year to meet growing client demand.”
  
- 02 Develop Over-arching Messages that Resonate:**
  - Big Takeaways:** What should audiences take away from this recruitment campaign?
  - Barriers:** What concerns or misconceptions might your audiences have, and how can you address them?
  - Tone:** What emotional tone will build trust and inspire action with your audiences?
  
- Now, Ask Yourself:**
  - Why does this matter?** Does our vision inspire action and align with the long-term impact we want to achieve?
  - Did we challenge ourselves?** Are we being bold enough with our goals and honest about our team’s alignment?

## EXERCISE THREE

## Strategic Alignment

Translate audience insights into a plan that aligns with your organization's goals.

A recruitment campaign isn't just about attracting candidates—it's about attracting the right candidates who align with your organization's values, culture, and mission. This exercise will help you connect audience insights with your organization's strategic anchors, ensuring your messaging is both authentic and compelling. By clarifying what sets your organization apart, what you promise to employees, and how your culture supports their success, you'll create a recruitment strategy that not only inspires interest but fosters long-term commitment.

**Time**

60 minutes

**Participants**

Leadership team

**Tools**

Notepaper and pens

**Difficulty**

High

## STEPS

## 01

**Define Your Organization's Core Strategic Anchors:**

**Alignment:** What shared values bridge your audience's motivations to your organization's purpose?

**Positioning:** How does your organization uniquely address the needs or aspirations of your target audiences?

**Promise:** What is the key commitment your organization can confidently make to future employees?

## 02

**Define Your Organization's Unique Culture:**

**Identity:** How would you describe your organization's culture, and how do employees define it?

**Inclusion:** What tangible actions and everyday practices ensure all employees feel included, valued, and supported?

**Alignment:** How does your culture empower employees to deliver on your organization's mission?

**Now, Ask Yourself:**

**Why does this matter?** Does this recruitment strategy align with our purpose and authentically reflect who we are as an organization?

**Did we challenge ourselves?** Have we critically examined our values, promises, and culture to ensure they are genuine and resonant?

## EXERCISE FOUR

## Setting up for Success

Ensure your campaign is equipped for measurable impact and aligned with your organization's capacity.

A well-planned campaign is only as strong as its execution and long-term impact. This final step ensures that your team has the right measures of success, the necessary resources, and the leadership in place to bring your recruitment campaign to life. By defining clear success indicators, you'll establish benchmarks to track progress—both immediate wins and long-term transformation. You'll also assess your capacity, risks, and leadership alignment to ensure the campaign is both achievable and impactful within your organization.

**Time**

45 minutes

**Participants**

Leadership team

**Tools**

Notepaper and pens

**Difficulty**

Moderate to High

## STEPS

## 01

**Define Clear, High-Level Success Indicators For Campaign:**

**Immediate:** What short-term outcomes will signal success?

**Sustaining:** What long-term impacts do you aim to achieve?

**Transformation:** How will this campaign support broader organizational change?

## 02

**Ensure Resources Match Your Vision And Goals:**

**Resources:** What time, money, and expertise are available to support this project, and how can you optimize them?

**Risks:** What complications or issues could arise if this campaign doesn't move forward?

**Leadership:** Who within your organization is best positioned to lead this effort, under our guidance and working closely with outside agency?

**Now, Ask Yourself:**

**Why does this matter?** Are we fully prepared to deliver on this campaign and achieve meaningful, measurable outcomes?

**Did we challenge ourselves?** Have we anticipated obstacles, optimized resources, and empowered the right people to lead this campaign?

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