

Your Attraction Process

Exercise: Create Your Own Attraction Grid

List every impact point you currently have with candidates through the attraction process

Establish a target experience for each phase

Give each impact point a score to assess where your efforts are at

When judging each impact point decide if what you're currently doing is pushing towards or pulling away from the culture you mean to create

Decide if you should cut it, correct it, or go one level deeper



Step	Target Experience	Impact Point	Target Culture Alignment Score	Cut, Correct, or Go Deeper?	Motivators
1. List every impact point you currently have with candidates through the attraction process			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
2. Establish a target experience for each phase			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
3. Give each impact point a score to assess where your efforts are at			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
4. When judging each impact point decide if what you're currently doing is pushing towards or pulling away from the culture you mean to create			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
5. Decide if you should cut it, correct it, or go one level deeper			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		
			-5 -4 -3 -2 -1 0 1 2 3 4 5		