



# CULP talent index 1

## Level 1: Traditional

### Dominant pillars:

It's likely that you rely entirely on job advertising and external sourcing (the use of recruitment agencies). This is a very reactive and transactional approach to recruiting top talent and we would assume that it is not working or producing the results that you need for the business, in time and budget. At this level, the focus is entirely on an active applicant (job seeker) market and quantity which is costly to the business.

### What you can do now to improve your recruiting?

- Understand your talent supply and demand and understand their behavior when it comes to job seeking (you need to be where your talent is)
- Learn the type/s of recruitment that is operational in your business
- Hire an internal recruiter (with marketing and technical acumen)
- Review open vacancies and close vacancies that have been open for a long time (clean up the clutter; re-qualify vacancies)
- Review and analyse the performance and cost of the recruitment agencies that you use; develop a preferred supplier list (PSL) and re-negotiate terms of business
- Include social sharing buttons on your careers website (if you don't have a careers website, get one!)
- Post jobs on niche and relevant job boards
- Research/optimize talent technology to build a business case for transformation

### Where to from here?

- Mature your talent acquisition operations to a developing level
- Define your recruitment strategy incorporating talent acquisition
- Survey and understand your culture
- Begin the process of incorporating Employer Branding
- Educate the business
- Engage your IT department

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## How can culp help?

- Talent advisory – Want to bounce some ideas? <http://culp.co.za/#getintouch>
- cti-journey design – Where to from here? <http://culp.co.za/#getintouch>
- Recruitment Health Check – Book here <http://culp.co.za/#getintouch>
- Project Management – Get your own talent tech <http://culp.co.za/#getintouch>
- Check your cti progress <http://culp.co.za/ctisurvey/>

## How we position your cti score:

**Level 1:** 0-25 - traditional level

**Level 2:** 26-50 - developing level

**Level 3:** 51-75 - foundational level

**Level 4:** 76-100 - strategic level