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Level 2: Developing

Dominant pillars:

A developing level is a step forward in your transformation journey and maturity of talent acquisition in your business. At this level, you are predominantly reliant on targeted job advertising. You have identified where your talent is and you are advertising to them via smart job boards and social platform tools. Talent sourcing skills are becoming a mandatory competence and you are likely building these capabilities into the team to target proactive talent and building your own talent database/pools. The key to this level is employee engagement and you beginning to understand what it is (and isn't) exactly that your employees consider to be your employee value proposition (EVP). The activity is not greatly different from a traditional level; but it should be more effective.

What you can do now to improve your recruiting?

- ☐ Develop talent sourcing competence
- ☐ Grow/hire more internal recruiters (based on business demand)
- ☐ Rely less on expensive recruitment agencies
- ☐ Invest in job board functionality, social platforms and recruitment tools that add value to your type/s of recruitment processes
- ☐ Identify and build talent pools
- ☐ Earn Executive buy-in with a sound business case to implement/optimize talent technology
- ☐ Start to gather recruitment data to refine your strategy, manage recruitment performance and incorporate employer branding

Where to from here?

- ☐ Mature your talent acquisition operations to a foundational level
- ☐ Develop a 2-3-year talent acquisition transformation strategy
- ☐ Establish metrics and benchmarks
- ☐ Define an employer branding strategy
- ☐ Engage talent pools
- ☐ Incorporate innovation
- ☐ Implement/optimize talent technology
- ☐ Continue educating the business

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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