Your CAR Mosaic: Candidate Acquisition Insights

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Candidate Acquisition and Retention (CAR) journey

Transform the way you work

Imagine having your entire talent acquisition process precisely laid out in front of you on a single page. How much easier would it be to spot and fix the bottlenecks and inefficiencies within your hiring process ?

Now imagine you could easily identify which technologies and tools are helping or hindering or your team, the stages that slow down your process, who or what is causing these inefficiencies, and how it impacts your candidate journey.

This worksheet can help you achieve just that — each phase of your entire hiring journey on a single page — or as we call it — CAR mosaic. This toolkit is a great starting point when considering automation within your organisation.

Laying out your processes gives you the ability to analyse the re-duplication of effort, inefficiencies and the gaps in your current talent acquistion strategies. So you can start visualising your transformation journey and begin to understand how you can benefit from HR 4.0.

Framework

The Candidate Acquisition and Retention (CAR) canvas is a 4x4 matrix. There are two axes: Stage of a process and an Element. The idea is to review each element within each stage.

For simplicity, the assumption is that 99% of talent acquisition funnels can be broken down into a 3 stage process:

1 Candidate Generation

This covers all activities involved in creating demand for a vacancy

2 In-funnel/Hire

All processes required to build shortlists up till the point of hire
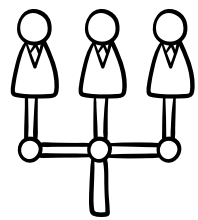
3 Candidate Engagement/Nurture

Outreach activities to establish meaningful relationships with talent in your database

Mapping

Whilst working across the three stages of your current talent acquisition journey, there are 4 key elements that are crucial to understanding your hiring process in its entirety and must be included in your process map, they are:
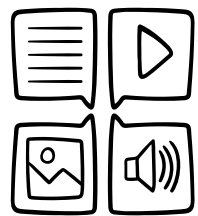
People

Who is involved in a given stage of the hiring process? Typically: Marketing, Digital Agency, recruiters, Hiring Managers, HR, employees etc.
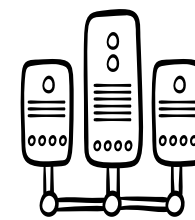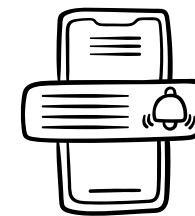
Systems

What are the systems that are used in each given stage, how is the data collected and what systems holds data related to the activities in that stage?

Activities

What are the activities people perform as part of the recruitment process (e.g. Cold calls, Google/FB Advertising, PR activities, ...) The goal is to capture all the various activities and how they link together. In the acquisition step this also means capturing the cadence of the hiring process — e.g. the number of calls, emails, voice mails, etc. and time between those events
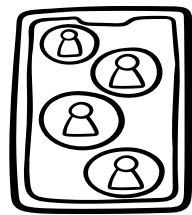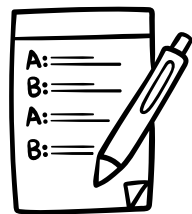
KPI's

What are the objectives (KPIs — Key Performance Indicators) that determine the success of each stage. Each person overseeing any activity or system, should have a KPI they are accountable for.

How to populate your CAR Canvas

After working through this process with a lot of our clients, we recommend that you start with activities. We say so because it's usually straightforward to identify what you do first - after all, your teams do it every day.

After outlining all of your current activities, you then need to identify who in your organisation performs each activity, and what technologies and tools are used for each.

KPIs may sometimes take a bit longer to populate and take some thinking effort. Here's why. When it comes to KPIs it's important to have objectives that focus on both Quantity and Quality. Quite often companies don't have two-sided KPIs (Quantity & Quality) and focus on Quantity alone, which in itself is one of the common gaps in the hiring process.

You can also get a digital version of the worksheet here

Candidate Generation Worksheet

	CANDIDATE ACQUISITION & RETENTION MATRIX (CAR)					
	ACTIVITIES	SUB-ACTIVITIES	PEOPLE	SYSTEMS	CHALLENGES	KPI'S
CANDIDATE GENERATION / SOURCING						

In-Funnel Template Worksheet

	CANDIDATE ACQUISITION & RETENTION MATRIX (CAR)					
	ACTIVITIES	**SUB-ACTIVITIES**	**PEOPLE**	**SYSTEMS**	**CHALLENGES**	**KPI'S**
IN-FUNNEL						

Hire Template Worksheet

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	CANDIDATE ACQUISITION & RETENTION MATRIX (CAR)					
	ACTIVITIES	SUB-ACTIVITIES	PEOPLE	SYSTEMS	CHALLENGES	KPI'S
HIRE						

Marketing Template Worksheet

|	CANDIDATE ACQUISITION & RETENTION MATRIX (CAR)				
	ACTIVITIES	SUB-ACTIVITIES	PEOPLE	SYSTEMS	CHALLENGES	KPI'S
MARKETING						

Thrive don't survive

Once you work through your CAR framework, reflect on the possibilities of HR 4.0 and its purpose of eradicating the frustrations that hinder how we work.
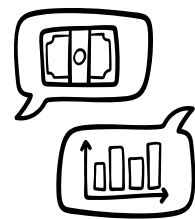
Put your people first

Are your team reaching maximum productivity? Does your current technology stack work for and with your people to ensure that they reach their KPI's? Can the challenges they face in their day-to-day activities be removed or streamlined by automation?
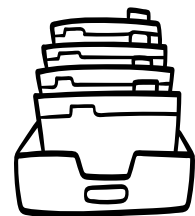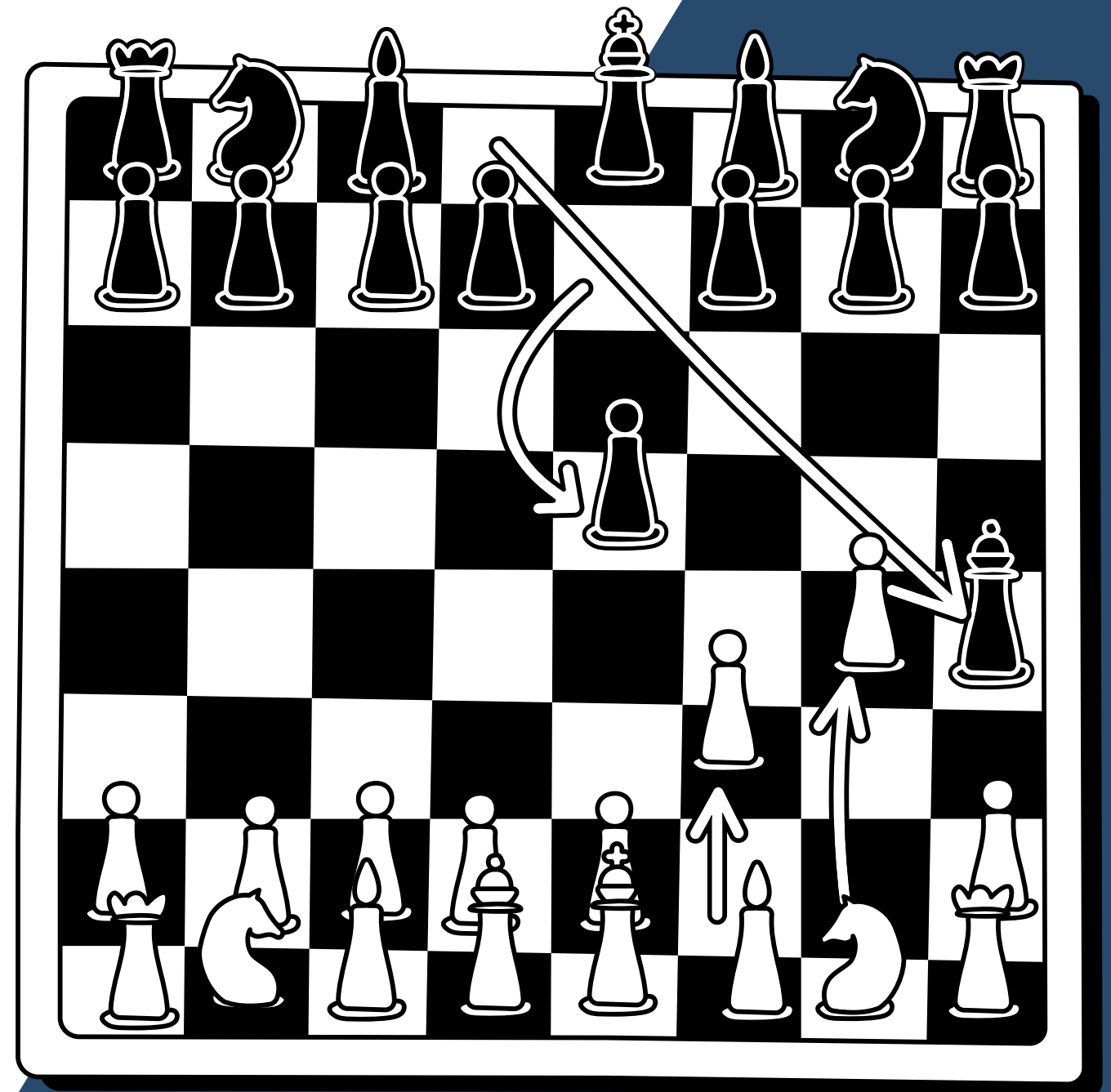
Technology vs Solutions

The average hiring team navigates across 16 different technology platforms. What does that mean for the integrity of your process data? How can you effectively or track KPI's? Is your current approach to technology actually a hindrance to your business growth?
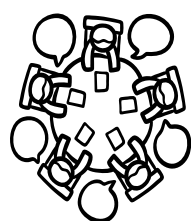
Start a conversation that matters

Do you see an opportunity for change?

You can also get a digital version of the worksheet **here**

Contact

Drue Fitzgerald

drue@eva.ai

www.eva.ai

For any help withyour CAR Framework or to learn more about HR 4.0, you can book a meeting with me here

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