

## Talent Mapping – now more than ever

As the economic revival gathers pace we are seeing some of the best and most talented people raising their heads and looking around at career opportunities for the first time in 18 months. As they do this they will be selective and they will be cautious in how they engage with the market. Their absolute focus will be on what is right for their career and we believe that the recession has led many to put more emphasis on culture than ever before.

### Why talent mapping?

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Some of our clients are choosing to anticipate this by asking us to help in talent mapping. At its core this is about looking at key business roles where the company may have a requirement in the short/medium term. We help to identify where the best talent is and we reach out and start a conversation. This is a conversation about the individual, about their career aspirations and about the type of business they may be interested in. We don't seek to sell a role but rather to raise the profile of our client, sharing information about them as a prospective future 'home'. We then look to maintain contact over time with these key individuals, waiting for the time when our client's need is urgent and/or when the targeted individuals show signs of potentially looking to move.

### The benefits to you...

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Talent mapping is a great way of creating a 'bench' of high calibre individuals who are probably not looking to move immediately but who become part of a readily accessed pool of talent when a company may need to draw on it. Why talent mapping can be so much more effective now is because great people simply do not want to be spending time constantly fielding recruiters calls about jobs; they want to know that their needs are understood and that they have one or two businesses whose values and ambitions may match their own at some point. Our clients see this as something of real value, building their brand as a potential employer and making it both more likely that they can get critical talent quickly when they need it.

### Contact us

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If you would like to discuss how this approach might work for your business please contact:

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