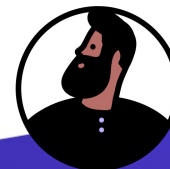


ContactOut 



Talent Mapping

The Definitive Guide



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We plan to update this resource regularly. Share your feedback or suggestion [here!](#)

Introduction



What's this all about?

Today, we're talking about Talent Mapping, a strategic approach that aligns your recruitment with business goals and provides insights into competitors.



What will you learn at the end of this guide?

By the end of this lesson, you'll understand:

- What talent mapping is
- Why it's crucial in recruitment
- A step-by-step guide on how to do it efficiently
- (Bonus: a free talent mapping template to get you started!)



Why's this a big deal?

Imagine you're on a road trip. You wouldn't embark on a journey without a GPS or map to guide you, right?

Talent mapping acts as your recruitment GPS. In the complex landscape of talent acquisition, it's your tool to navigate, anticipate roadblocks, and understand the terrain. Just as a GPS helps you find the fastest route, talent mapping ensures you locate and attract the best talent efficiently.



What are the benefits of Talent Mapping?

- Make informed hiring decisions (Data talks, you know!)
- Identify and resolve roadblocks in hiring
- In other words, talent mapping can help you find talent based on what's "out there" instead of relying solely on what the "ideal person" looks like — because they're not always the same.

Here's the step-by-step on how to do it:

We've created a template to help illustrate the process.

Step 1

Hypothesis Formation:

Define the challenge you are facing with the particular role you are hiring for. Challenges could come in many forms but the common ones are niche skill set or years of experience not matching with the level.

1. Objective/Problem Statement:

Define the challenge you are facing with the particular role you are hiring for.

Role to be filled: (e.g., "Senior Data Scientist")

Key challenges: (e.g., "Finding candidates with experience in deep learning and large datasets.")

Step 2

Set Role Specifications:

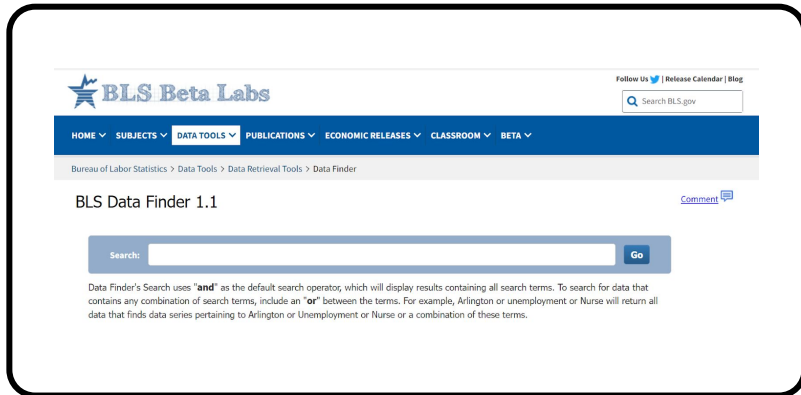
See our Definitive Guide on Intake Meetings & Job Intake Forms to find out more on how you can gain clarity on the role you're hiring for!

Step 3

Gather Data:

Use platforms like LinkedIn Talent Insights to understand your total addressable market (TAM) — talent that possess the skills/background you're looking for.

If you're looking for free platforms, consider leveraging Labour Statistics from government websites to get a pulse of the market.



This process could take less than 30 minutes or 10–15 hours depending on the scope of your search and the problem you're looking to solve, but trust me — laying the groundwork saves you more time in the long run.

3. Data Collection:

Research potential talent sources and compile data points about prospective candidates.

Sources:

Primary: (e.g., "LinkedIn")

Secondary: (e.g., Github, StackOverflow)

Target Companies:

(e.g., "Google")

(e.g., "Apple")

(add more as required)

Data Points to Extract:

(e.g., "Has the candidate worked in a similar role before?")

(e.g., "What software or tools are they proficient in?")

Step 4

Analyze:

Now that you have the data, let's analyze. Among the data points gathered, identify common trends and outliers.

4. Analysis:

Compare and contrast data points to draw conclusions and tie it back to your problem statement.

Comparison:

(e.g., "Our salary offerings vs. the average salary reported by candidates from target companies.")

Trends:

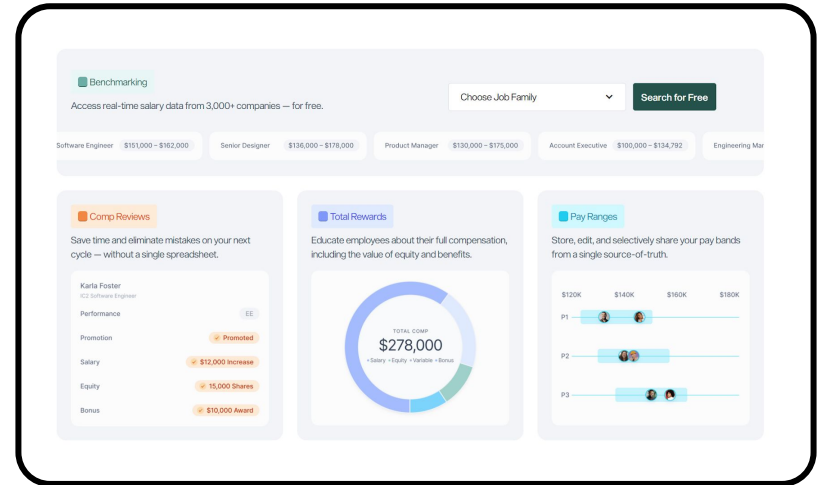
(e.g., "Most UX Designers have a background in graphic design before transitioning.")

Potential Roadblocks: (e.g., "Most top-tier candidates are bound by non-compete clauses.")

- **Commonalities:** e.g. skills and expertise that come from certain universities or have worked in specific industries.
- **Outliers:** Maybe they're called by a different job title that you haven't tapped into before

Other data points you can extract:

- Previous roles and companies of your ideal candidates
- Typical career trajectories leading to this role
- How your offer stands against competitors based on salary, benefits, and role responsibilities
 - Tip: Use [comprehensive.io](https://www.comprehensive.io) or salary benchmarking tools from well-known executive search firms)



Step 5

Devise Sourcing Strategies and Solutions:

Based on your findings you can set more realistic expectations:

- Are there other roles or industries where this skill set might be common?
- Could there be a new geography/location you can tap?
- Are there adjacent skills that could be easily trained?
- Does the current offer make sense?

5. Strategies & Solutions:

Propose actionable steps based on your analysis.

Alternative Sourcing:

(e.g., "Reach out to graphic designers who may be interested in transitioning to a UX role.")

Adjusting Expectations:

(e.g., "Given the high demand, consider candidates with 4 years of experience instead of 5.")

Recommendations for Hiring:

(e.g., "Engage in passive recruiting by targeting professionals attending specific industry conferences.")

Step 6

Feedback & Iteration:

Review your intake form and see if the data aligns with your total addressable market. (Check out our definitive guide on intake forms here!) Based on data, recommend if hiring managers need to:

- Adjust required qualifications or job description
- Adjust compensation or benefits.
- Consider transferable skills or different backgrounds
- Broaden or narrow your search
- Target specific companies or roles
- Revise the job description

6. Feedback & Iteration:

Review results and adjust as necessary.

Take feedback from hiring managers: (e.g., "Is the pool of candidates fitting the team's needs?")

Adjust strategy accordingly: (e.g., "Focus more on soft skills in interviews due to feedback.")

Revisit data sources and analysis if initial strategies aren't yielding desired results: (e.g., "Look at alternative industry sectors for potential candidates.")

Key Takeaways

Conclusion

By understanding the vast talent landscape and navigating through it methodically, you'll not only identify potential fits but also strategize more effectively for future roles. It's actually less about searching and more about connecting: connecting roles to the right talent, current needs to future aspirations, and business goals to human potential.

As you refine your talent mapping skills, remember that every insight, every data point, brings you closer to creating impactful, lasting professional relationships.

Let talent mapping be your compass, guiding your recruitment towards excellence.



Further Resources

 **Talent Mapping: How to Build a Strong Sourcing Strategy** (Our top choice!)

 **Talent Mapping for Recruiters**