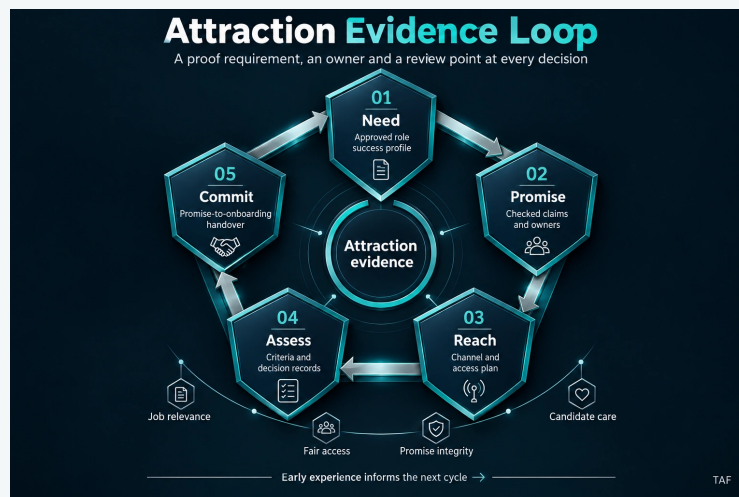




Talent Attraction Framework

ATTRACTION AND RETENTION

Successful attraction brings suitable people into work they understand and can contribute to. This framework connects workforce need, credible employment promises, candidate access, relevant assessment and the transition into employment. It helps recruitment and hiring teams locate barriers, target investment and improve the journey using evidence.



THE MODEL AT A GLANCE

The approach

The Attraction Evidence Loop connects workforce need, credible promises, candidate access, job-related assessment and joining. Five decisions carry practical proof requirements, supported by four standards. Journey data and candidate accounts identify where targeted changes can strengthen recruitment and the onboarding handover.

When to use it

- Vacancies attract many applications but few candidates meet genuine requirements.
- Suitable candidates withdraw or decline offers during lengthy recruitment journeys.
- Early employment experience differs from promises made during recruitment.

What the model covers

Need · Promise · Reach · Assess · Commit · Job relevance · Fair access · Promise integrity · Candidate care

Value for your organisation

- Clarifies genuine entry requirements and capabilities that can be developed.
- Creates a coherent candidate journey from attraction to joining.
- Supports channel and process choices with useful progression evidence.

Put it into practice

Review one difficult vacancy against actual work and essential requirements. Trace suitable candidates through assessment, withdrawal, offers and joining. Identify a consequential barrier, test a bounded change with its owner and review candidate progression and experience.

Outputs you can use

- Role success profile distinguishing essential entry evidence from developable capabilities.
- Candidate journey review locating barriers across reach, assessment and transition.
- Attraction improvement plan for messages, channels, selection and onboarding handover.