



HR DELIVERY

Making Sure HR Delivers

HR DELIVERY WORKSHOP SERIES

Talent Attraction

An introduction to evidence-led talent attraction

Connect recruitment activity with the work and capabilities your organisation needs. Explore the Attraction Evidence Loop, diagnose a candidate journey and compare targeted improvements to role requirements, reach, assessment and the transition into employment.



01 DAY

Introductory taster

IN-HOUSE

Your people. Your context.

PRACTICAL

Explore, discuss and apply

A PRACTICAL STARTING POINT

Understand the topic. Try it in practice.

More applications do not necessarily solve a recruitment problem. Unclear requirements, inaccessible processes and an employment promise that candidates cannot verify can each interrupt attraction. This workshop helps participants locate where a candidate journey loses relevance or trust, then choose a focused improvement supported by evidence about the work.

Introduce the Attraction Evidence Loop through a difficult-to-fill role. Participants clarify essential requirements, examine the candidate journey and compare attraction responses, learning to connect channel and process choices with candidate experience, suitable evidence and a practical measure of progress.

WHO IS IT FOR?

Recruiters, talent acquisition colleagues, HR business partners and hiring managers involved in defining vacancies, reaching candidates or improving recruitment experience. No advanced recruitment analytics experience is required.

BY THE END OF THE DAY, PARTICIPANTS CAN:

- | | |
|---|--|
| 01 Clarify the hiring need
Translate a vacancy request into critical work outcomes and essential requirements, distinguishing entry needs from capabilities that can be developed. | 02 Test the employment promise
Identify whether a vacancy message gives a realistic account of the work and employment experience, with evidence supporting material claims. |
| 03 Examine candidate access
Identify avoidable barriers in advertising, application and communication, and propose a relevant improvement for the intended candidate population. | 04 Read a recruitment funnel
Interpret simple stage counts and candidate feedback together, identifying an apparent loss point without assuming the numbers establish its cause. |
| 05 Compare attraction responses
Compare two targeted improvements using likely relevance, feasibility, candidate experience and the evidence required to assess whether the change helps. | 06 Plan a recruitment trial
Draft a bounded improvement trial with a responsible owner, measure and review point that connects recruitment activity with suitable candidate progression. |

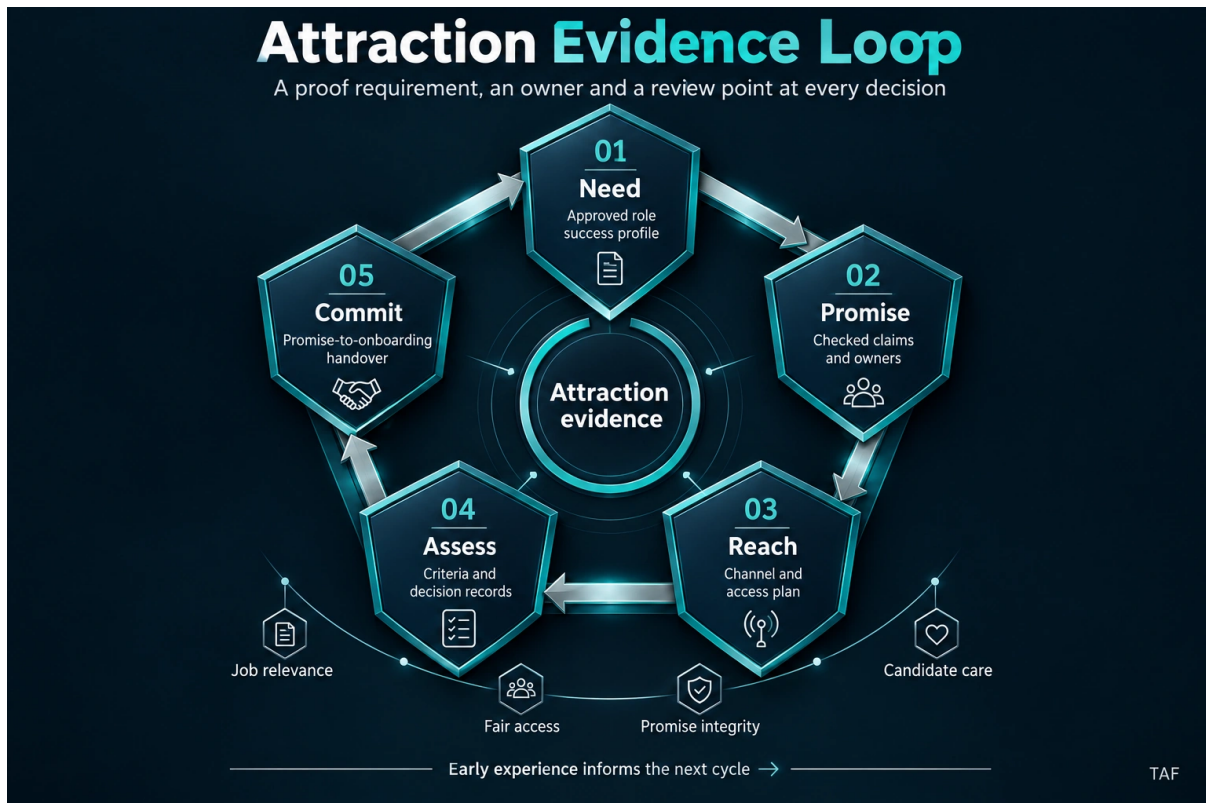
A useful first application

The workshop examines one illustrative recruitment journey and introductory improvement choices. It does not validate selection methods, deliver a recruitment campaign or guarantee hiring outcomes for a particular labour market.

THE FRAMEWORK / WORKSHOP FOCUS

HR Delivery Attraction Evidence Loop

The Attraction Evidence Loop connects Need, Promise, Reach, Assess and Commit, each supported by proof. Participants follow one vacancy through these decisions, checking job relevance, candidate access and the credibility of the offer.



SIX QUESTIONS TO EXPLORE IN THE WORKSHOP

01 Need

What work must this hire perform, and which requirements are essential?

02 Promise

What employment experience can candidates reasonably expect us to deliver?

03 Reach

Where can suitable candidates encounter and access this opportunity fairly?

04 Assess

Does each selection step gather relevant evidence without avoidable barriers?

05 Commit

What helps candidates make an informed choice and enter employment smoothly?

06 Evidence and learning

Where does progression break down, and what should we investigate next?

The six panels are workshop focus questions spanning the original five decisions and their evidence loop. They preserve the full model rather than introducing a sixth stage or a universal recruitment conversion benchmark.

[Explore the full model >](#)

LEARN BY DOING

Explore. Challenge. Make the ideas useful.

Short explanations lead into lively exercises, paired discussion and small-group challenges. Participants test ideas, share experience and build a draft together. The tone is engaging and enjoyable, with time to reflect and connect learning to real work.

01 Repair the vacancy brief

Teams review an overloaded vacancy specification, separate essential entry requirements from trainable capabilities and rewrite the brief around observable work outcomes and a realistic employment offer.

02 Walk in a candidate's shoes

Groups follow a fictional application journey with incomplete information and repeated requests, noting accessibility and communication barriers before choosing the friction point most relevant to the target population.

03 Investigate the funnel

Participants combine stage counts, withdrawal comments and hiring manager feedback, generate competing explanations for candidate loss and select evidence that would distinguish an attraction problem from a process problem.

04 Pitch an attraction experiment

Teams propose a limited channel or candidate experience change, explain the audience and message, and defend a measure that tests useful progression rather than application volume alone.

DIAGNOSE BEFORE YOU ACT

Evidence > shared feedback > agreed priorities

Use selected diagnostic prompts to distinguish known facts from assumptions. Discuss the findings and agree their meaning before proposing a solution. Feedback is part of diagnosis, not an afterthought.

ONE CASE, DEVELOPED THROUGH THE DAY

A technical service team receives many applications but few candidates reach final interview. The advertisement lists extensive experience requirements, the application asks for repeated information and interview dates change at short notice. Hiring managers blame the labour market, while withdrawn candidates describe uncertainty about the role and the process.

Groups identify the most credible recruitment bottleneck, revise one element of the vacancy or candidate journey and propose a small trial with evidence that would test their explanation.

THE FACILITATOR WILL

Invite different perspectives.

Make assumptions visible.

Welcome constructive debate.

Capture practical learning.



SAMPLE WORKSHOP AGENDA

A working day, with room to think.

09:00-16:30 | Six hours of facilitated learning, plus lunch and breaks. The agenda, emphasis and timings are always agreed with the client, including local scheduling needs.

09:00-09:20	Define the attraction problem Distinguish vacancy volume from business capability needs and agree the difficult-to-fill role used as the day's practical recruitment case.
09:20-10:15	Follow the Attraction Evidence Loop Explore Need, Promise, Reach, Assess and Commit, linking each decision to the work, candidate experience and evidence required for useful action.
10:15-10:30	Break
10:30-11:30	Clarify essential requirements and promise Repair an overloaded role specification and test whether the accompanying employment message reflects realistic work expectations and a credible employee experience.
11:30-12:30	Find candidate journey barriers Walk through the fictional application process, examine communication and accessibility issues and identify where suitable candidates may lose interest or opportunity.
12:30-13:30	Lunch
13:30-14:30	Read funnel evidence and explanations Combine stage counts with candidate comments, compare possible causes of attrition and identify the evidence needed before choosing an attraction response.
14:30-14:45	Break
14:45-15:30	Design a targeted improvement trial Compare a channel, message or process change and define its owner, intended audience, candidate safeguards and practical measures of useful progression.
15:30-16:10	Present and challenge the proposal Pitch the proposed experiment and use peer questions to test its relevance, feasibility, employment promise and connection to the identified bottleneck.
16:10-16:30	Plan one recruitment enquiry Choose a live role or recurring vacancy type and identify the hiring manager, candidate evidence and baseline needed to investigate its journey.

Trace the hiring need through the candidate journey, then improve the point where evidence shows attraction breaks down.

FROM THE SESSION TO YOUR DESK

Useful models. Practical working records.

The day combines reference materials with drafts developed in the exercises. Each has a clear use beyond the workshop; the work reflects the evidence and perspectives available in the room.

01 Vacancy outcome brief

A repaired exercise brief identifying the work to be delivered, essential entry requirements, trainable capabilities and evidence needed to make the role understandable to candidates.

Challenge unnecessary requirements before a vacancy goes to market.

02 Attraction model reference

A concise reference to Need, Promise, Reach, Assess and Commit, with questions for checking relevance, access, credible communication and the candidate's transition into employment.

Structure an attraction review with recruitment and hiring managers.

03 Candidate journey map

An annotated example showing information gaps, repeated requests, communication delays and possible access barriers, linked to candidate comments and stages in the recruitment process.

Locate candidate friction before investing in additional sourcing activity.

04 Funnel interpretation worksheet

A worked example combining stage counts and qualitative feedback, separating observed loss points from competing explanations and identifying the further evidence needed to choose between them.

Discuss recruitment patterns without treating correlation as a proven cause.

05 Attraction experiment outline

A provisional channel, message or process trial with a defined audience, owner, baseline and review measure focused on relevant progression and candidate experience together.

Propose one focused improvement with a clear learning purpose.

06 Recruitment review prompts

A short set of questions connecting application reach, stage progression, candidate feedback and early joining experience, with space to record unintended effects or changing assumptions.

Keep recruitment reviews connected to work and candidate experience.

CONTINUE EXPLORING

Continue with the models, diagnostic manuals and development resources on the HR Delivery website. Workshop exercises provide a first application; a full organisational diagnostic or implementation assignment can be agreed separately.

[Open the framework >](#)

[Explore diagnostic resources >](#)



MAKE THE LEARNING COUNT

A better conversation. A practical next step.

Choose one recurring vacancy and trace its candidate journey with the hiring manager. Check the essential requirements, combine funnel counts with feedback and agree one limited improvement whose effect can be reviewed before changing the wider process.

YOUR FIRST 30 DAYS

01

Days 1-7

Choose a vacancy journey

Agree one role or recurring vacancy type with its hiring manager. Clarify critical work outcomes, essential requirements and the recruitment stage where the team currently believes suitable candidates are being lost.

02

Days 8-21

Check candidate progression

Review available stage counts and appropriately collected candidate feedback. Walk through the application process, identify avoidable friction and compare explanations before deciding whether the main issue concerns reach, requirements or experience.

03

Days 22-30

Agree an improvement test

Discuss a limited change with the recruitment owner and hiring manager. Define its audience, baseline, responsibilities and review point, then use normal local approval routes before changing candidate-facing material or process.

Follow-through is participant-led. Additional facilitation, a full diagnostic or specialist support can be agreed separately.

AVAILABLE IN-HOUSE

Shaped around your organisation

The client selects a familiar vacancy type. Participants may bring a public advertisement and anonymised recruitment stage counts; the facilitator supplies a fictional candidate journey so the day needs no applicant records or live recruitment decisions.

PLAN YOUR IN-HOUSE WORKSHOP

Talk to Dr Phillip Welsh

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Discuss your workshop



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