

Methodology

M&CI tailors its attraction studies to suit the precise needs of the project. Typically we combine a number of our core products and utilise a combination of primary and secondary research techniques. We do this to ensure that the information gathered is comprehensive, relevant and covers the most appropriate talent pools rather than a 'dusting down' of previous research or a subjective lightweight view.

Typical Components



Remuneration

Salary information will include basic salary + any bonus (if applicable), benefits packages and premiums for moving job. The data analysed is sourced primarily from surveying relevant talent pools over the phone and is overlaid with publically available information.

This affords our clients more accurate real-time data covering both actual remuneration as well as candidates' potential perception of what salaries should be. This insight can be broken down by experience, nuances to specific role as well as potential candidates in both lateral & direct competitor pools



Other Considerations

These insights, and in particular the perception elements, can also target both current & ex employees as well as rejected candidates and, if appropriate agency recruiters thoughts



Perception

Typically these insights are centred on the following:

- Top 3 attractions to a company
- Top 3 attractions to a role
- Career aspirations of potential candidates
- Perceptions of the Industry & / or the client
- How / where potential candidates look for new roles
- Anecdotal insight into the job market

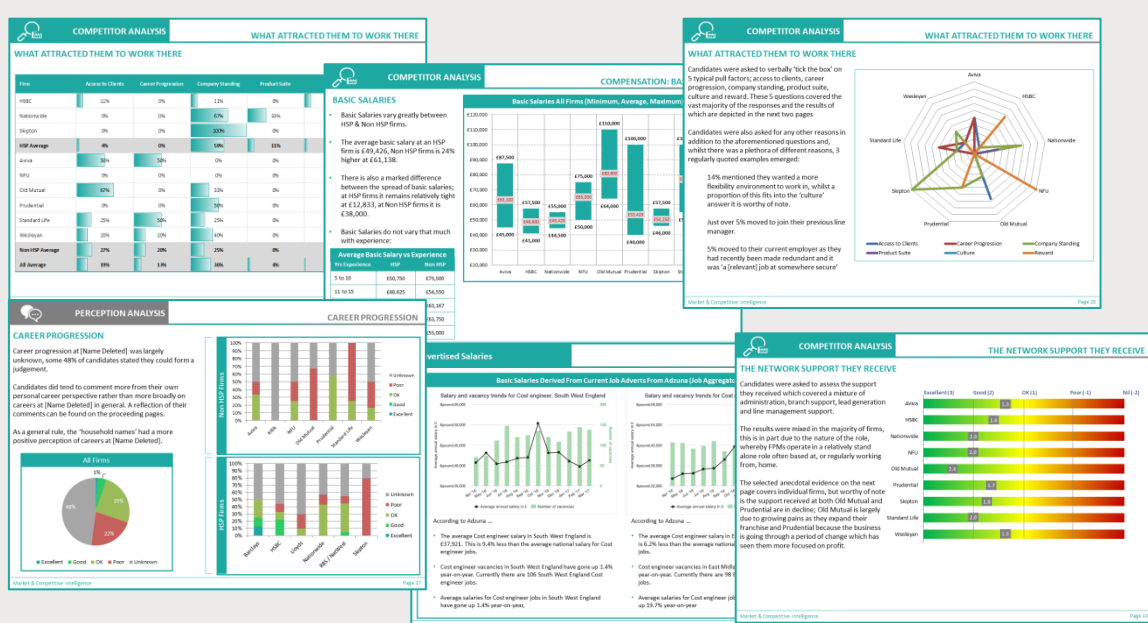


Competitor Insight

Typically these insights centre on a broad competitor base with a deeper dive on selected companies

- Who the perceived employers of choice are & why they are held in such esteem
- Who is actively hiring and where
- Remuneration to one side, what do competitors offer in terms of training, career progression, flexible / agile working etc.

Example Output Reports



Pricing & Timescales

Please note prices are dependent upon a number of key factors which include: depth of insight, project scale and accessibility of talent to survey. Pricing and timescales are therefore agreed upfront after a briefing has taken place.

Typical price ranges and timescales are as follows:

Small: c. £7,500 – £9,000 (6 weeks)

Medium : c. £9,000 – £15,000 (6-8 weeks)

Large: c. £20,000 – £40,000 (8 weeks)