Market Mapping Overview

Methodology

M&CI start each talent map fresh and obtain the necessary information by 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 mappings.

Identification

Utilising a hybrid of traditional mapping tools combined with social media and in-depth data mining, research is undertaken across the talent pool(s) to ensure a comprehensive mapping of suitably qualified talent. This hybrid methodology ensures breadth and depth in mapping.

Verification

The primary aim of the verification stage is to quality check the individuals identified and also gather contact details. The quality checks ensure that individuals identified are employed in the role we have identified them to be and also fulfil the requirements of the brief.

Outputs per verified Individual

- Name
- Company
- Job Title / Role
- Contact Details (where available)
- Links to Background
- Biography (publically available data)

Commercial & Expected Output Volumes

Please note the output will vary dependent upon a number of key factors which include: seniority and nature of the roles, location, depth of the potential talent pool. On a ‘typical role’ in a reasonably well developed business location, we would expect the following results from one ‘mapping resource’:

1 week’s mapping = c. 100 verified candidates + a list of unverified candidates

Example Output Reports