

## Methodology

M&CI tailors its Talent Hotspot studies to suit the precise needs of the project utilising a dedicated, specialist team of secondary researcher professionals. Our talent hotspot analysis have been used for a variety of business decisions centred on location and talent acquisition and are often utilised as an initial part of broader projects which see M&CI mapping talent in chosen locations.

## Typical Components



### Supply & Demand

M&CI can research in to the following overarching supply & demand factors

- Overall size and scale of the talent pools
- Local Demographics
- Availability of requisite skills in the local area
- Analyse previous to help form a view on future predictions



### Talent Competitor Insight

- Insight into major competitors for talent in the locations
- Who is, or has been, actively hiring
- News that is likely to have an impact on the talent pool in the local or national area (e.g. downsizing or new product launches etc.)
- The key attractants / offering of selected major competitors



### Remuneration

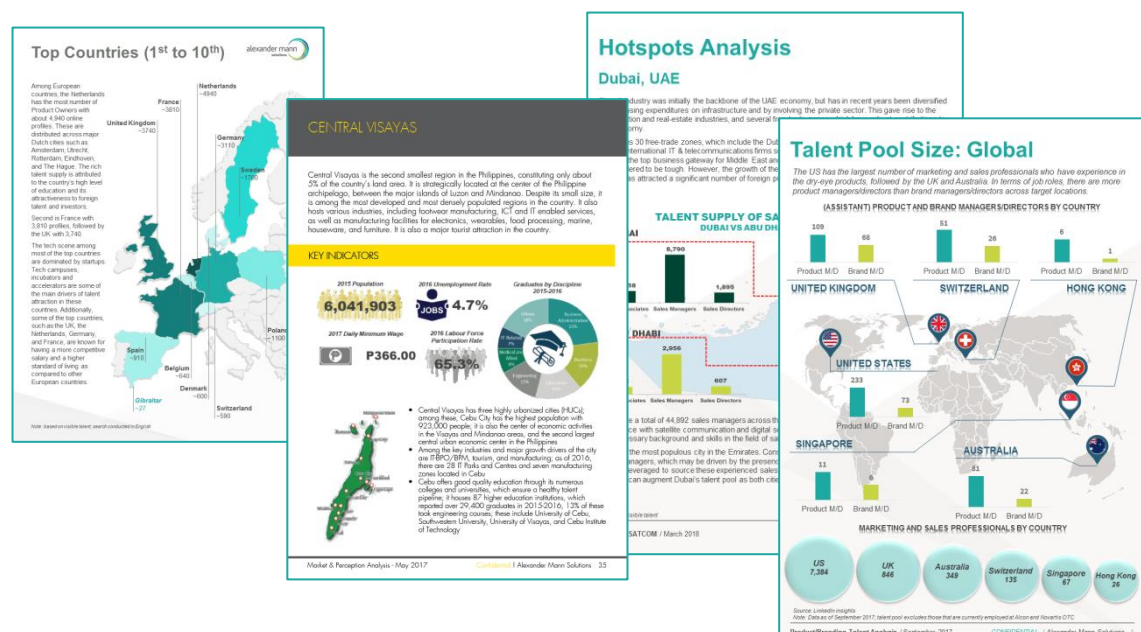
Salary information will include basic salary + any indicated bonus. The data analysed is derived from publically available information on salaries from salary surveys, job adverts and other sources and is combined to give an overall picture. This insight can be broken down by location, experience and in some situations, nuances to specific skills or qualifications.



### Emerging Talent

- Number of enrolments by university
- First-degree leavers by location and subject area
- University rankings by top relevant courses
- Which companies have partnerships with the target Universities
- Which local companies have the highest demand for graduates

## Example Output Reports



## Pricing & Timescales

Pricing and timescales are highly dependant upon the component parts of the research, the number of different roles / skill and the overall geographical reach.

Small: c. £5,000 (2-3 weeks)

Medium: c. £5,000 – £8,000 (4-6 weeks)

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