

	Level 0 Status Quo	Level 1 Progressive	Level 2 Co-Operative	Level 3 Aligned	Level 4 Optimized	Level 5 Influential
	Recruiters left to their own devices to find the necessary knowledge and generate content for each stage of the recruitment lifecycle	Recruiters have access to a central dynamic repository that keeps them up to date on understanding their roles and their market	Recruiters have access to recruitment marketing content that is appropriate for the role and market	Recruiters are equipped to have high quality, role specific conversations with interested candidates	Recruiters have access to knowledge to persuade, motivate and overcome objections	Recruiters collaborate, create and share new knowledge and seamlessly move across roles and markets. Provide feedback into Talent strategy
Optimize Content for	No optimization	Understanding	Outreach	Conversation	Conversion	Collaboration
IMPACT	Recruiters focus on activity rather than outcome. Engagement, conversations and conversions are unpredictable. Recruiter productivity impacted, hiring manager expectations uneven	Sourcing and candidate targeting improved and hiring managers expectations better managed as role and market is better understood. Recruiter ramp up time accelerated when new roles and markets come on stream.	Higher engagement with better fit candidate expressing interest. Recruiter productivity increases as efforts more targeted and duplicate efforts minimized	Increase in better qualified and motivated candidates. Hiring Manager time protected as they are now engaging with better fit candidates	Higher offer acceptance rates with reduced risk of counter or competitor offer	Recruitment team can quickly adjust focus according to changing business priorities and objectives. Recruitment knowledge captured and preserved within the organization
ASSETS	MARKETING	-	Common EVP Advert Templates	Multi-channel Outreach Content Role & Market EVP	Role & Market talking points Bespoke Content	-
	OPERATIONS	-	Policies & Org Charts	Local regulations	Local Compensation	-
	LEARNING	Recruitment/Process/ System competency	Domain & Market competency Playbooks	Domain trending topics	Domain Qualification Questions	-
	TOOLS	ATS/Candidate DB/Job Boards	Recruiter Enablement platform L&D	Content Management	Content Generation	Content Performance
ALIGNMENT	Ad-hoc, recruiters act individually with minimal engagement with support functions	Recruiters become more knowledgeable and purposeful and seek engagement with support functions	Recruiters and support functions begin to align with initial mutual feedback loops to improve co- operation	Support functions and recruiters fully aligned with recruiters pro-actively fed what they need when they need it	Full closed loop interaction between recruiters and support functions ensuring enablement is consistently improved	Recruitment team expertise and knowledge gains influence & expands into wider strategic Talent strategy
LEADERSHIP	No perceived need for recruiter enablement	Commit to a knowledge led culture and to take the self enablement burden from individual recruiters	Increasing recruiter productivity demonstrates the value to TA Leadership and they now seek to drive improvements in key KPIs	Recruitment enablement provides enhanced team adaptability and resilience allowing TA Leaders to react to changing business needs rapidly	Recruitment Enablement embedded across all roles and markets and TA Leadership can make business case for dedicated resources to optimize further	Optimized TA performance and increasing influence give TA Leaders a seat at the strategic table