TALENT ENGINEERING ACADEMY

Client Outreach and Credible Value Propositions

PRACTICE WORKBOOK

Write useful commercial approaches grounded in verified context and a service you can actually deliver.

PATHWAY	Recruitment Commercial and Independent Practice
LEVEL	Practitioner
EDITION	2026.09
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Free learning. Practical work. Better recruitment.

An education initiative by Vitae.

WORKBOOK GUIDE

Build something useful as you learn.

This workbook turns the course into a practical piece of work you can review, refine and adapt. Print it, annotate it digitally, or use the prompts in your preferred notes tool.

YOUR COURSE DELIVERABLE

A client outreach sequence and evidence-backed value statement.

How to use this workbook

01 Work through the course lessons in order, then complete the matching workbook prompts.

02 Use fictional or properly authorised information. Do not add candidate or client confidential data.

03 Compare your decisions with the self-review guidance. Revise assumptions, gaps and unclear ownership.

04 Keep the finished workbook as evidence of your learning and as a starting point for real work.

BEFORE YOU START

Talent Engineering Fundamentals, or equivalent recruitment experience.

Course page: https://talentengineering.org/courses/client-outreach-value

PART 1

Plan your course deliverable.

Use these planning pages to define what you are producing before you work through the lesson exercises. Return to them as your thinking develops.

WORKSHEET 01

Buyer problem and verified context

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 02

Specific service contribution

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 03

Evidence supporting each claim

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 04

Low-friction next step

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 05

Follow-up value and stopping rule

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 06

Reply learning and qualification

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

PART 2

Apply each lesson.

Each exercise is designed to turn the lesson into evidence of practice. Complete the task, then use the guidance to challenge your first answer.

LESSON 01 / 04

Connect the message to a buyer problem

YOUR PRACTICE TASK

Draft an 80-word approach using one verified event and one bounded offer.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A recruiter notes a confirmed commissioning project and asks whether mapping experienced shift leaders would be useful. The message does not claim the company is failing to hire or that its current suppliers are ineffective.

SELF-REVIEW GUIDANCE

Mark every claim as fact, hypothesis or offer. Remove any unsupported statement about the buyer's internal situation. Keep a clear route to decline or redirect the conversation.

LESSON 02 / 04

Show proof without breaching confidentiality

YOUR PRACTICE TASK

Create a proof pack with a method summary, illustrative output and claims checklist.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

An independent recruiter shares a fictional example of a market map and explains the method. They clearly label it as illustrative instead of presenting it as a completed confidential client engagement.

SELF-REVIEW GUIDANCE

Label synthetic examples and obtain permission for real references. Every numerical claim needs a source, period and scope. Confidentiality is not a reason to invent unverifiable achievements.

LESSON 03 / 04

Design a proportionate next step and follow-up

YOUR PRACTICE TASK

Write a three-step sequence with a clear stop rule and a response-handling plan.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A second message explains what a two-week mapping exercise would deliver and asks whether that matches the buyer’s current need. A final message closes the loop without pressure if there is no response.

SELF-REVIEW GUIDANCE

Each step should have a distinct purpose. Include how a not-now reply changes timing and how a no-contact request stops queued activity.

LESSON 04 / 04

Improve relevance from real replies

YOUR PRACTICE TASK

Analyse ten fictional replies and propose one targeting change and one message change.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A campaign generates meetings but most buyers want temporary staffing while the recruiter offers permanent specialist search. The improvement changes targeting and service clarity rather than adding stronger persuasion.

SELF-REVIEW GUIDANCE

Tie each change to observed feedback. State the limits of the sample and the next test. A useful commercial metric reflects mutual fit, not calendar volume alone.

FINAL REVIEW

Strengthen the work before you use it.

Review the completed workbook as one connected piece of work. The strongest deliverables are internally consistent, explicit about limitations and clear about who decides what happens next.

- [ ] The work distinguishes facts, evidence, assumptions and open questions.
- [ ] Decisions have named owners, dates and review points.
- [ ] Measures connect to the outcome rather than activity alone.
- [ ] Risks, accessibility needs, privacy considerations and limitations are visible.
- [ ] The next action is specific enough for another person to follow.
- [ ] The finished deliverable can be explained in plain language.

FINAL CHANGES AND NEXT ACTIONS

FURTHER READING

Continue with trusted sources.

These sources support further study. A reference does not imply endorsement. Check the current official rules and obtain appropriate professional advice for real legal, financial or regulated decisions.

CIPD: Recruitment

Professional context for the recruitment lifecycle.

https://www.cipd.org/uk/knowledge/factsheets/recruitment-factsheet/

GOV.UK: Set up a business

UK starting point. Business structure and obligations depend on the circumstances.

https://www.gov.uk/set-up-business

ABOUT THIS WORKBOOK

Original educational scenarios. Practical work is self-directed and is not independently assessed. Adapt any method to your context with appropriate review.

Talent Engineering Academy is an education initiative by Vitae.