TALENT ENGINEERING ACADEMY

Sourcing Analytics and Channel Performance

PRACTICE WORKBOOK

Measure channel quality, understand attribution and make sourcing decisions from comparable evidence.

PATHWAY	Talent Intelligence and Sourcing
LEVEL	Practitioner
EDITION	2026.09
UPDATED	2026-09-24

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 channel scorecard with cohort definitions and an experiment plan.

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/sourcing-analytics

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

Funnel event definitions

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

YOUR WORKING NOTES

WORKSHEET 02

Cohort and observation window

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

YOUR WORKING NOTES

WORKSHEET 03

Channel attribution rule

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

YOUR WORKING NOTES

WORKSHEET 04

Conversion, time and cost calculations

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

YOUR WORKING NOTES

WORKSHEET 05

Quality and experience guardrails

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

YOUR WORKING NOTES

WORKSHEET 06

Interpretation and next experiment

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

Define a sourcing funnel you can trust

YOUR PRACTICE TASK

Define six funnel events and a cohort rule for a fictional four-week campaign.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A report divides this week’s hires by this week’s messages even though the hires came from earlier searches. The revised report follows outreach cohorts and states the maturity window for each.

SELF-REVIEW GUIDANCE

Include event timing, duplicate handling and incomplete outcomes. Explain why a recent cohort may still be open. A coherent funnel follows related events rather than mixing unrelated weekly totals.

LESSON 02 / 04

Calculate conversion, effort and cost

YOUR PRACTICE TASK

Calculate interest rates and cost per interested conversation for two fictional channels, including recruiter time.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

Channel A produces 8 interested replies from 40 contacts, or 20%. B produces 3 from 10, or 30%. B’s higher observed rate is based on a much smaller sample and does not establish a durable advantage.

SELF-REVIEW GUIDANCE

Show counts, formulae and assumptions. If a channel has no interested conversations, report the cost and zero outcome rather than inventing a finite cost-per-outcome value. Explain sample uncertainty.

LESSON 03 / 04

Handle attribution and selection effects

YOUR PRACTICE TASK

Assign credit under two attribution rules for three fictional multi-touch hires.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A candidate is first found at an event, later nurtured by email and finally applies through the website. A last-touch report credits the website; the relationship history shows why that is incomplete for budget decisions.

SELF-REVIEW GUIDANCE

Explain how the totals change and which decision each rule supports. Do not call either rule proof of causation. Preserve the underlying journey so the team can interpret the allocation.

LESSON 04 / 04

Choose the next sourcing experiment

YOUR PRACTICE TASK

Design a two-week experiment and specify what result would change your current plan.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A channel has many replies but few relevant conversations. The next test clarifies role scope in the first message, tracking informed interest and complaints rather than simply increasing send volume.

SELF-REVIEW GUIDANCE

Define comparable groups or state why comparison is limited. Include a stop condition, observation window and decision owner. Predefine the interpretation so the team does not choose a success metric after seeing results.

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/

ICO: Recruitment and selection

UK guidance. Check its current status and updates before implementation.

https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/employment/recruitment-and-selection/

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.