TALENT ENGINEERING ACADEMY

Talent Market Mapping

PRACTICE WORKBOOK

Define a market, build useful search lanes and communicate the limits of your talent intelligence.

PATHWAY	Talent Intelligence and Sourcing
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 market map with inclusion rules, evidence and coverage limitations.

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/talent-market-mapping

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

Decision the map supports

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

YOUR WORKING NOTES

WORKSHEET 02

Geography, role families and operating context

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

YOUR WORKING NOTES

WORKSHEET 03

Primary and adjacent market lanes

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

YOUR WORKING NOTES

WORKSHEET 04

Source, observation date and verification

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

YOUR WORKING NOTES

WORKSHEET 05

Coverage gaps and uncertainty

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

YOUR WORKING NOTES

WORKSHEET 06

Recommendation and refresh trigger

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 the question before collecting names

YOUR PRACTICE TASK

Write a mapping question and rules for a fictional maintenance leadership search.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A fictional search asks where UK-based traceability leaders work. The map includes organisations operating regulated production systems, then checks role responsibilities. It does not equate every employee at those companies with an eligible candidate.

SELF-REVIEW GUIDANCE

Specify the decision, unit and scope. Include one borderline organisation and explain how to resolve it. A useful map can say what is outside its coverage without claiming the remaining market is exhaustive.

LESSON 02 / 04

Build primary and adjacent search lanes

YOUR PRACTICE TASK

Define three lanes, two title variants per lane and a transferability test.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A food-production maintenance role draws from food, packaging and process manufacturing. Each lane is assessed for equipment complexity, shift patterns and regulatory context. A software-company engineering title is excluded because the underlying work is different.

SELF-REVIEW GUIDANCE

Explain why each lane could supply the required capability and what evidence would disconfirm it. Do not use employer prestige as the transferability test. Keep uncertain lanes visible until a sample resolves them.

LESSON 03 / 04

Record evidence and coverage

YOUR PRACTICE TASK

Create six fictional records with one duplicate, one stale role and one uncertain classification.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A search returns 800 results, but a sample includes former employees, duplicates and unrelated titles. The report gives the observed sample and inclusion rules instead of claiming 800 available specialists.

SELF-REVIEW GUIDANCE

Retain provenance when resolving the duplicate, mark the stale role as historical and leave the uncertain classification open. Report the resulting verified count with its scope and observation date.

LESSON 04 / 04

Turn a map into a decision brief

YOUR PRACTICE TASK

Write a 200-word decision brief with one recommendation and one unresolved question.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

The map finds credible adjacent-industry experience but limited evidence of willingness to relocate. The recommendation is to test a hybrid arrangement and adjacent-sector messaging, while keeping relocation assumptions unconfirmed.

SELF-REVIEW GUIDANCE

Include the source period and coverage limits. Link the recommendation to a specific observation and propose how to validate the unknown. Avoid unsupported claims that the market is empty or that every mapped person is available.

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.