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# The MAJIC Model

AN INTRODUCTION

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The

MAJIC

Model for smarter early talent attraction

Ten years of our early talent experience and research has found that modern recruitment challenges can often be solved through a systematic approach. The foundation for that approach is the MAJIC Model for Recruitment...

## MEASURE

What does 'good' look like in your recruitment campaign and how to do you measure it? If you can see the gaps, you can make the change.

## ALWAYS ON

A continuous and evolving campaign over a longer period of time is going to drive far better-quality recruitment results.

## JOURNEY

How do you make your candidate journey as simple and enjoyable as possible?

## INFORM

Provide your target candidates with as much relevant information about your vacancy so that they can make an informed decision in applying for it.

## COMMUNICATE

If you know the exact type of candidate you want to hire, pro-actively go and find them. Why wait for applications to roll in when you can go and create them?

Here at TheTalentPeople, we work with MAJIC for every talent attraction objective.

If you're looking to answer the question 'how can we hire the right candidate, for the right role, at the right time, every time?' then MAJIC is for you.



TheTalentPeople