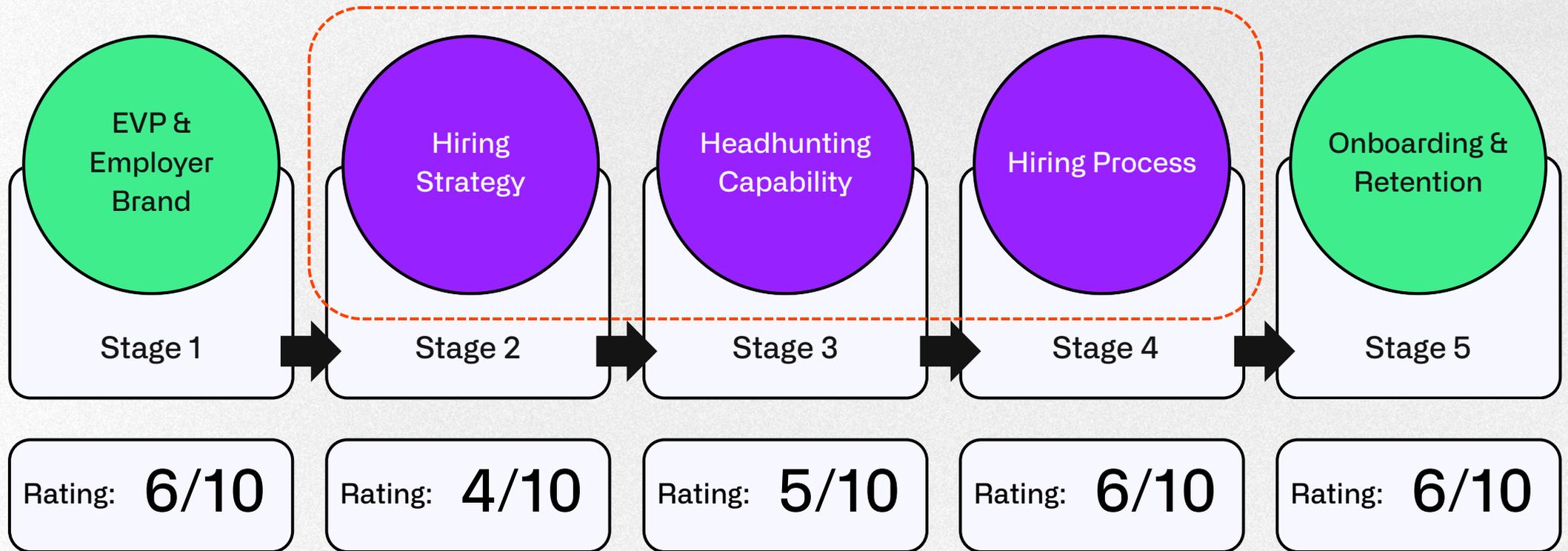


5 Stage Scale Audit

Bond Global Client Example



Stage 1: EVP and Employer Brand



Our EVP is why people join and stay; our Employer Brand is how that story is told

6

Score: 6/10



Current State:

- Strong internal company values and mission; well-threaded through hiring conversations
- Clear real-world impact (not abstract technology)
- High percentage of women in the team, unusual/positive for AI and climate tech
- Good development/learning angle: new, unsolved problems; academic collaboration (Imperial, professor of AI background)
- Strong internal advocacy and culture; people are “very much on board” internally

Key Gaps:

- Low external visibility
- The internal team is uncomfortable with public promotion
- Values and strengths under-externalised: not enough about values, gender balance, mission, development opportunities on public channels
- Limited structured brand advocacy (few people posting, little thought leadership, inconsistent LinkedIn use)
- Minimal use of existing assets

Next Move:

- Put values, concrete behaviours, and diversity story onto careers page and JDs
- Surface development/academic angles and real-world plant impact in public messaging
- Resurrect “day-in-the-life” / shadowing videos and publish them
- Push a small set of visible ambassadors to post more regularly
- Co-create a small set of repeatable formats (videos, posts, case snippets) to start feeding externally on LinkedIn and with partners/universities

Stage 2: Hiring Strategy



Our hiring strategy builds the right teams to drive success; it connects our talent goals to our vision.



Score: 4/10



Current State:

- Roles and plans change frequently with strategy
- Prioritised role list exists (in Notion)
- Deliberate, cautious headcount growth
- Founders are heavily involved in TA. Works short-term but creates bottlenecks and scale risk as hiring volume grows.
- Hiring artefacts exist (JDs, guides, interview plans)→ The content is there, but value is lost because it's fragmented and inconsistently used.
- Processes live in people's heads→ Institutional knowledge risk is high if priorities or people change

Challenges:

- **No single, standard hiring process**→ Inconsistency creates delays, decision fatigue, and uneven candidate quality.
- **Weak link between business strategy and hiring demand**→ Strategic shifts don't reliably translate into clear hiring decisions.
- **Fragmented tools and documentation**→ Teams waste time searching or recreating information instead of hiring well.
- **No central ATS or clean data visibility**→ Without data, it's hard to spot bottlenecks or improve outcomes.
- **Notion hiring artefacts are hard to find**→ Good process can't help if access is difficult.

Recommendations:

- Create a single "Hiring Home" in Notion→ One source of truth reduces friction and forces consistency at low cost.
- Standardise role kickoffs with a 1-page role template→ Aligns hiring managers, TA, and founders before time is wasted sourcing.
- Tie headcount review to financial planning (quarterly or 6-weekly)→ Ensures hiring decisions actively protect runway and strategy.
- Tie headcount review to financial planning (quarterly or 6-weekly)→ Removes silent assumptions and reduces decision bottlenecks.
- Set and publish simple SLAs (CV review, feedback)→ Speed and candidate experience improve.

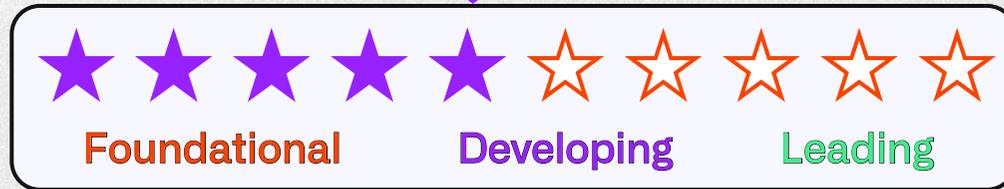
Stage 3: Headhunting Capability



Headhunting is more than sourcing; it's the art of connecting with and winning exceptional talent.

5

Score: 5/10



Current State:

- Sourcing is mostly ad-hoc and person-dependent; knowledge and target lists “sit in people’s heads” rather than in one shared system
- Limited tooling beyond LinkedIn, Clay, and niche job boards; no accurate search “engine” or ATS to drive systematic outreach
- Strong networks (academia, climate tech, portfolio) but not consistently tapped via a formal referral or mapping process
- Significant time spent screening vs deep sourcing; true headhunting blocks are rare.

Challenges:

- Lack of centralised market maps and target lists per role or persona
- Inconsistent, untracked outreach: no precise numbers on reach-outs, replies, or conversions through stages
- Time is the main bottleneck: sourcing is squeezed between other responsibilities, leading to shallow or sporadic search
- Tooling doesn’t fully support search workflows; Clay is expensive and imperfect, Polymer is more of a lightweight ATS than a sourcing engine
- No formal referral programme despite strong internal and ecosystem networks

Recommendations:

- Define who owns outbound sourcing (TA vs founders vs hiring managers)→ Headhunting fails fastest when ownership is implicit rather than explicit.
- Standardise the “ideal candidate” before sourcing starts→ Clear must-haves and target backgrounds prevent wasted outbound effort.
- Create a repeatable outbound messaging framework→ Consistent, high-quality outreach matters more than volume at scale state.
- Build a lightweight talent pool for priority roles→ Reduces time-to-hire when roles go live without committing headcount early.
- Track a small set of sourcing metrics (response, conversion, time)→ To track the success of programs like referrals or specific campaigns.

Stage 4: Hiring Process



This is how we set new employees up for success, from pre-comms, to structure intake to retention and referrals

6

Score: 6/10



Current State:

- Technical interview flows for ML/engineering are relatively clear and repeatable
- Notion holds interview scenarios, guides, and some past process docs, but these aren't consistently used
- Timing and structure vary a lot by hiring manager; some interviews overrun and feel unstructured
- Candidate experience is mixed: mostly positive but with at least one poor Glassdoor review
- Communication is split between Polymer and individual Gmail threads; GDPR and visibility are not fully tight

Challenges:

- Inconsistent process across roles and managers
- Interview stages, durations, and expectations differ per person; the process gets "reinvented" for each hire
- Weak use of existing materials
- Notion pages and guides exist but are often forgotten; new interviewers don't always know they're there
- Limited interviewer training
- Little structured training on interviewing, evaluation, or bias; mostly learned informally by shadowing
- Fragmented candidate communication

Recommendations:

- Standardise role-specific interview plans from a single template
- Define clear interview stages, owners, durations, and decision criteria per role.
- Introduce simple, mandatory scorecards tied to values and role skills
- Require same-day completion of interview feedback
- Create a single, GDPR-safe system for candidate communication and visibility

Stage 5: Onboarding & Retention



This is how we set new employees up for success, from pre comms, to structure intake to retention and referrals

6

Score: 6/10



Current State:

- Retention is strong overall; people tend to leave for lifestyle reasons rather than better offers
- Onboarding materials (hiring/onboarding guides, some role docs) exist in Notion but aren't fully systematised
- Charlie HR is used for basic HR admin, but is underutilised for onboarding workflows and people ops
- Payroll (Xero) updates and some admin tasks are manual, creating friction and risk of errors

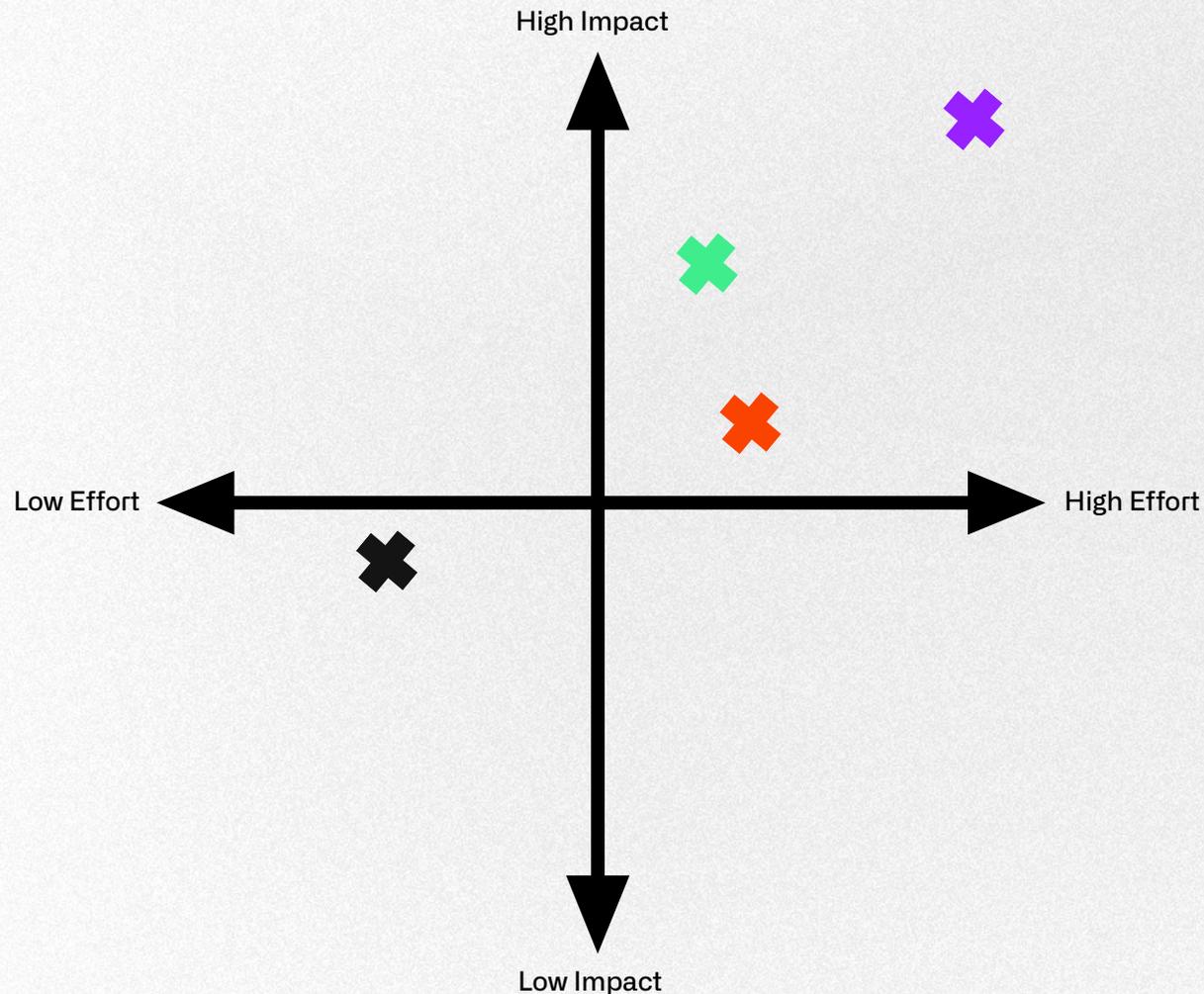
Challenges:

- Fragmented onboarding experience
- No consistently applied preboarding checklist, 30-60-90 plans, or standard manager/buddy routines
- New hires' ramp-up depends heavily on individual managers rather than a company-wide framework
- Underused HR tooling
- Limited structured feedback loops
- No regular new-joiner pulse surveys or systematic stay/exit interview process to inform improvements
- Career paths and progression are not fully codified
- Growth stories and development opportunities exist, but are not consistently packaged or surfaced as a retention lever

Recommendations:

- Standardise role-specific interview plans from a single template
- Define clear interview stages, owners, durations, and decision criteria per role.
- Introduce simple, mandatory scorecards tied to values and role skills
- Require same-day completion of interview feedback
- Create a single, GDPR-safe system for candidate communication and visibility

Project Work: Impact/Effort Chart



High Impact, High Effort

Implement a full ATS once processes are standardised

Why: High long-term leverage for data, compliance, and scale, but wasted if done before process discipline exists.

High Impact Medium Effort

Introduce lightweight demand and headcount planning tied to finance

Why: It directly connects strategy, runway, and hiring decisions, the most significant structural risk area today.

Medium Impact, Medium Effort

Implement a full ATS once processes are standardised

Why: High long-term leverage for data, compliance, and scale, but wasted if done before process discipline exists.

Medium Impact, Medium Effort

Work on improving the Notion hiring/ Recruitment page and turn it into a single source of truth & ensure that the team are using it

Why: This unlocks consistency across strategy, headhunting, and process with minimal effort and immediately reduces fragmentation.

Project work was then prioritised using an impact-versus-effort lens, with highest weighting given to sections scoring 5/10 or below, as these represent the greatest risk to near-term outcomes. Emphasis was placed on low-to-medium effort initiatives that materially improve quality, speed, and decision-making without adding unnecessary tooling or process overhead.