

Steven Bartlett-backed [Chapter 2](#) unveils [The Book](#) as AI reshapes recruitment

The embedded talent specialist is combining human expertise with AI to create a faster, smarter and more strategic way to hire.

LONDON, UK — Chapter 2 has unveiled The Book, its AI-powered talent intelligence capability, created to transform what clients can expect from an embedded talent partner.

The launch comes as some of the world's biggest technology and professional services businesses build AI-enabled 'mega-account' models: fewer but deeper client relationships, with technology helping expert teams deliver greater insight, speed and strategic value. Chapter 2 believes recruitment is moving in the same direction.

Clients do not need more suppliers, more disconnected technology or more data to interpret. They need a talent partner who understands their organisation from the inside and has the intelligence, reach and technology to solve bigger workforce challenges.

The Book takes work that traditionally consumes hours or days of a recruiter's time and compresses it into minutes. A Talent Partner can input a brief and immediately calibrate it against the market. The Book does not simply follow the brief: it challenges assumptions, surfaces relevant talent and provides real-time market insight so the Talent Partner can advise the client and manage expectations more effectively.

It does the heavy lifting across search and assessment, while the Talent Partner brings the judgement, relationships and human expertise needed to turn that intelligence into better hiring decisions.

The Book is Chapter 2's AI-powered talent intelligence capability, embedded within every client partnership—not a separate piece of software for clients to operate.

*"AI is going to revolutionise recruitment, but technology on its own is not the answer," said **Leo Harrison, Founder of Chapter 2.***

"The real opportunity comes when you combine the intelligence and scale of AI with people who genuinely understand the client's business. Our Talent Partners know the culture, the challenges, the hiring managers and what success actually looks like. The Book allows them to act on that knowledge faster and at far greater scale, without losing the human judgement that makes the partnership work."

What this means for recruiters

The Book is designed to make recruiters more valuable, not less relevant. It gives a Talent Partner a faster way to understand a brief, test it against the market and see where the opportunity—or the problem—really sits.

Instead of spending hours building searches and processing information, the recruiter can focus on the work that needs a person: challenging the client constructively, applying context, building trust, engaging talent and taking responsibility for the outcome. The role becomes more consultative and more deeply connected to the client.

“Recruitment has been too reactive for too long,” Leo added. “A vacancy appears, a brief is written and the search begins. We want to help clients think further ahead.”

“The future is not about giving hiring teams another piece of software and expecting them to work it out. It is about embedding technology within a service led by people who know how to apply it. That is where the real value sits.”

What this means for clients

Chapter 2's Talent Partners work as an extension of each client's business, rather than being brought in simply to fill roles. With The Book embedded in that service, clients get faster market calibration, fewer assumptions at the start of a search, clearer expectations and stronger decisions throughout.

The result is evidence-led advice, access to talent that traditional methods may miss and a clearer view of the people and capabilities the business will need next.

Chapter 2's long-term vision is for every embedded Talent Partner to work with AI that continually learns, searches and generates intelligence around each client's changing talent needs.

“Scale cannot come from automation alone,” said Leo. “Hiring is still about people, ambition, judgement and trust. AI gives us extraordinary capability, but it needs to sit in the hands of someone who understands the business and takes responsibility for the outcome.”

“We are not removing people from recruitment. We are giving great people capabilities they have never had before.”

Built around real hiring challenges

The Book is already being used across live assignments and has contributed to successful hires and faster recruitment outcomes. It continues to evolve through focused Book Labs, shaped by Chapter 2's Talent Partners and the real hiring challenges they encounter.

Rather than treating The Book as a fixed product, Chapter 2 sees it as an evolving capability that will continue to learn and develop alongside its clients and Talent Partners.

“This is only the beginning,” Leo concluded. “The Book gives us the foundations to build something much bigger: a talent partner that understands your business, is powered by live intelligence and can work proactively on the challenges ahead.”

“That is the future of embedded talent. People-led, AI-enabled and completely connected to the client.”

About Chapter 2

Chapter 2 is an embedded talent partner that combines experienced Talent Partners, talent intelligence and AI-enabled technology to help organisations hire more effectively and plan for the capabilities they will need next. The Book is its proprietary AI-enabled talent technology.

MEDIA ENQUIRIES

Caroline Harrison | caroline@chapter2.group