



# Creating a Culture of Hiring and Inclusion

How Avanade leveraged the SocialTalent e-learning platform to bring a culture of hiring excellence to every corner of the organization, and in so doing, also strengthened their drive for a more inclusive workforce.

Company name: **Avanade**



Industry: **Tech**

Employee size: **60,000**

## Key insights:

Over  
 **7,600**  
employees  
certified



Candidate satisfaction  
scores rose



Increased  
interviewer pool  
by 400%



**98% agree** that  
SocialTalent training has a  
positive impact on hiring



Reached **40% female hiring** globally

# Challenge

**After leveraging SocialTalent to upskill recruiters, Avanade wanted to expand the scope of learning to anyone involved in interviews.**

Avanade and SocialTalent's journey began with the establishment of the **TA Advance** program. After identifying a gap in recruiter training, Avanade sought a learning solution that would equip their TA team with the most up-to-date insights and knowledge, ensuring that this function had the opportunity to grow, develop, and expand its influence.

In April 2020, **110 TA Advance Licenses** were created with SocialTalent's expert-led content. With our help, this training was rolled out to recruiters. It proved to be an instant success story. Feedback and engagement from users around the e-learning platform was overwhelmingly positive, particularly pointing out how universally applicable the content was. But this posed another question – was there any way this learning could be expanded, to allow not only recruiters to benefit, but anyone involved in conducting interviews?

The scene was set for the next stage in Avanade and SocialTalent's partnership. Inspired by what had been achieved with TA Advance, **the company looked to expand its goals:**

- Embed a culture of hiring where everyone recruits, not just TA
- Improve pace and quality of hiring
- Broaden the talent pool and champion inclusion
- Create best in class candidate experience
- Ensure interviewers are consistent, asking great questions
- Scalable solution

With these aims in mind, it was a natural progression to engage further with SocialTalent. Twelve months after the initial contract, Avanade expanded to SocialTalent's Enterprise Solution, giving access to the entire library of content and the opportunity to roll out training to every corner of the business. The vision was set, and the hard work could begin!





**“SocialTalent has been an outstanding partner. From the outset the SocialTalent Team have exceeded expectations from their listening and understanding of our requirements to the platinum plated content, responsiveness and agility. As relationships go, it's been exceptional.”**



**Annabel Nichols**

*Global Recruiting Transformation  
and Diversity Lead*



# Approach

## A structured, top-down approach helped build awareness of SocialTalent learning and boosted user adoption.

Through the TA Transformation team, Annabel Nichols and Lisa Kochert spearheaded this particular initiative. The program being created with SocialTalent was called **License to Hire**. At its apex, it would involve any employee at Avanade above consultant level, giving them strategic training on how to conduct interviews in a manner that reduced unconscious bias, created a great experience for the candidates, and also ensured that quality hires were made quickly.

It was an enormous task, but the team was hugely dedicated to the cause. Their previous experience dealing with SocialTalent garnered confidence from the get-go. They knew employees loved the **bite-size, modular approach** to learning that SocialTalent created. The intuitive platform allowed for immense flexibility also – learners could do courses on the go, **SSO (single sign-on)** meant that access was almost instantaneous, and curated Avanade content could also be interspersed within the training to keep it hyper relevant. Coupled with the plethora of industry experts and thought leaders on the platform, Avanade knew that SocialTalent would give their employees the specific skills they needed.

Leadership buy-in was another massive piece of the puzzle. Avanade is a big proponent of seeing hiring as key to business success, so stakeholders were engaged and involved immediately. Paul Phillips, the Global Head of Talent Acquisition, understood the importance. He championed this team to focus its time and resources to make the program a success – it was not an add-on endeavour or a nice-to-have.

So, the Executive Committee was the first to pilot SocialTalent's License to Hire learning path. With its backing, a phased launch was put forward, which would next look to HR leadership, before rolling out the training by area – North America first, followed by Europe, and growth markets. The team recognized that a top-down approach would help with encouragement and enforcement – and it worked!

The License to Hire program became a mandate to recruiters in that they could only use Hiring Managers and interview panelists who were fully certified through SocialTalent. Reports were created to track progress, with leaderboards and competitions to get as many parties through the program as possible. Soon, there were thousands of fully certified interviewers in Avanade.

"Launching this initiative in small pilot groups was a huge part to the adoption success, and our leadership did not disappoint. They embraced the importance of leading from the front and holding their teams accountable to this important change for Avanade."



**Lisa Kochert**  
Global TA Academy Lead



# Business Impact

**User feedback was astronomical, thousands became Licensed to Hire, and overall hiring metrics improved.**

License to Hire was an overwhelming success. Since its launch, there are already **over 7,600 employees certified**. 88% of licenses have been activated, and 75% have completed the training.

And user feedback has been overwhelming: **98% agree that the SocialTalent content will have a positive impact on their hiring**, 96% see it improving candidate experience, and 95% believe the skills learned will help to promote a more inclusive environment.

**“Great training,”** one user commented, **“it should be REQUIRED for all managers or people that conduct interviews.”**

Since the adoption of SocialTalent training, numerous success metrics have also improved:

- **100% of all Interviewers** are Licensed to Hire.
- **Candidate satisfaction scores** rose across all areas.
- **Two external awards** won from The Talent Board, a non-profit that recognizes the elevation and promotion of a quality candidate experience.
- Delivery of **40% female hiring globally**.
- Increased interviewer pool by **over 400%**.

The numbers are undeniably impressive. But the most important factor in the success of License to Hire was the determination and effort put in by Annabel, Lisa, and the rest of the team. Their dedication to the cause and collaborative nature ensured that SocialTalent learning was being consumed by as many users as possible. But they're not stopping there! With the launch of SocialTalent's new Onboarding and Internal Mobility solutions, talks are already underway to bring this to even more teams!

**SocialTalent and Avanade's partnership has absolutely personified success. Avanade's tagline is “do what matters” and together, we have done just that.**





“We realized the need to make sure that we professionalize how we interview candidates and provide a stellar experience, while also making sure we remove as much unconscious bias as possible. The feedback has been phenomenal. **License to Hire is a tremendous success.**”



**Paul Phillips**

*Global Head of Talent Acquisition*

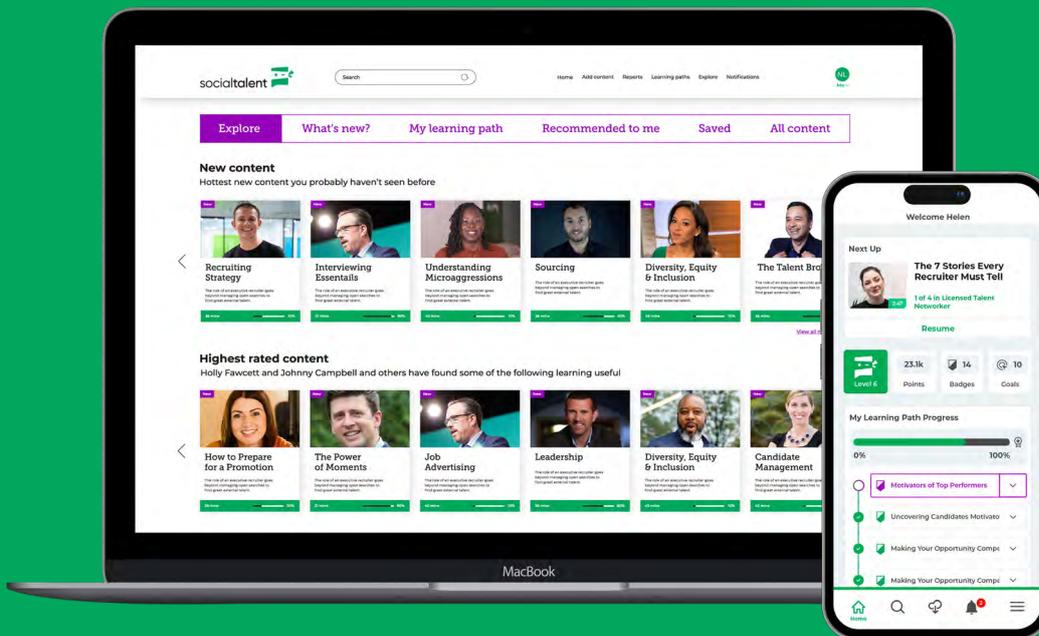


# About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries do what matters to make a genuine human impact for our clients, their employees and their customers. At Avanade, our vision is to advance the world through the power of people and Microsoft.

# About SocialTalent

SocialTalent is the world's leading e-learning platform dedicated to hiring and talent management. Our goal is simple – we give teams the skills and knowledge needed to attract, find, hire, engage, and retain great talent. Learn from our leading industry experts on our intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for driving excellence in hiring and talent management.



For more details about how we can help your organization achieve hiring excellence, and build diverse, innovative, engaged, and high-performing teams, please contact [sales@socialtalent.com](mailto:sales@socialtalent.com) or visit [www.socialtalent.com](http://www.socialtalent.com)

