



# Building a culture of continuous learning to drive hiring excellence globally

Leading global technology company rolls out SocialTalent's training and development platform to drive the highest standards in hiring across the organization

## Company and Industry

Leading global technology company with over 100,000 employees, annual revenue of tens of billions of dollars, and offices all over the world.

## Challenge

### Hiring at scale – over 10,000 new employees a year globally

This leading technology company, with over 100,000 employees spread across the world, recruits **10,000** people globally every year. It is a key priority for the company to ensure talent acquisition teams, in every market, are aligned and performing to the same high standard when it comes to hiring.

The company knew that hiring the best talent was strategic to the business, and vital to its continued growth and success.

It understood that in order to attract and hire the highest calibre of talent, it needed a best-in-class approach and process for hiring. Empowering its global TA organization with the skills and knowledge to excel at every aspect of hiring was crucial.



# Approach

## Upskilling the TA team to excel at every stage of the hiring journey

In 2013, the technology company rolled out SocialTalent's learning and development platform across its global TA team. The aim? To upskill and develop its TA team so that it would excel at every stage of the hiring journey – from candidate sourcing and attraction to interviewing and negotiation, as well as partnering with the business and managing candidates.

By 2019, the TA team was driving great results from the SocialTalent platform – growing its knowledge and skills with the diverse and comprehensive library of thought leading content on every aspect of hiring.

But the company wanted to go further...

## Embedding a culture of continuous learning to drive TA performance and elevate the candidate experience

It wanted to find a way to keep increasing the quality and depth of learning, to continue to drive the performance of its TA team, and elevate the experience for its candidates which was a key priority for 2020.

The company introduced a new learning strategy to align TA teams across the region and encourage a more collaborative and engaging approach to training.

The strategy was all about group learning – to compliment and embed the work being done on an individual basis with SocialTalent.

## Driving engagement through “learning teams”

In Q1 2019 'learning teams' were created and assigned different topics from the SocialTalent content. They were then tasked with building an in-depth understanding of these subjects, to develop their own perspectives and present back to the rest of the TA team.

Each quarter, new learning teams worked on a different set of topics – covering everything from closing candidates and negotiation to diversity and inclusion.

This approach took learning and engagement to a new level. It brought together teams and opened up communication and relationships across borders.

## Critical success factors for embedding a culture of continuous learning:

- Find the right blend of personal and group learning
- Align your team around one approach
- Lead from the top – getting everyone behind your strategy
- Bring together different teams to discuss learnings in order to encourage collaboration across teams and markets
- Discuss key learnings as part of a regular standing team meeting to drive engagement and alignment
- Share results and findings with the wider business to inspire continuous improvement

# Business Impact

The impact has been significant at both an individual and team level within TA, as well as on the business.

Individuals within TA have grown their knowledge and skills across a range of topics and subject areas – from increasing their confidence when managing internal stakeholders to improving their commercial and market understanding. On top of that, they're also now taking a more consultative approach, allowing them to lead the rest of the business through the hiring process.

As a team, the impact has been just as significant, embedding a culture of continuous learning that's here for the long-term. This has helped them move to the next level of hiring maturity together, improving and standardizing TA performance across markets, improving the candidate experience and driving better results for the business.



The TA team are now taking a more consultative approach – allowing them to lead the rest of the business through the hiring process.



Embedding a culture of continuous learning has helped move the TA team to the next level of hiring maturity - improving performance across markets, elevating the candidate experience and driving better results for the business.

**“If you want to be unique and attract top talent, SocialTalent will enable you to train your whole TA team and give you the right competitive advantage to win in competitive markets.”**

***Vice President, Talent***

*Global technology company with over 100,000 employees*

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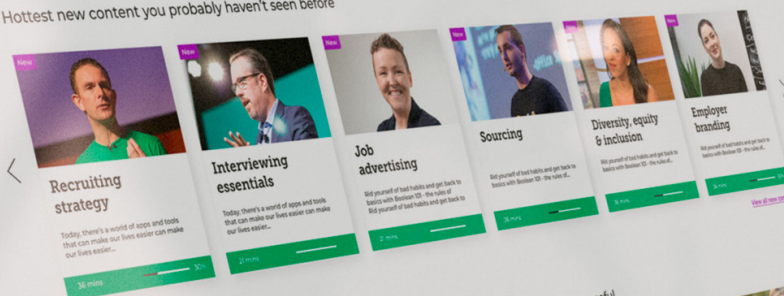
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## About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.

If you would like to learn more about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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