

CASE STUDY



€52 BILLION MULTINATIONAL CONSUMER GOODS CLIENT IMPLEMENTED TALENT PIPELINING & COMPETITIVE MARKET INTELLIGENCE TO RECRUIT, UNDERSTAND AND RETAIN GENDER DIVERSE SALES TALENT

THE PROBLEM

A global FMCG client wanted to understand the external talent market to benchmark the performance of their own sales teams in the Nordics region. The organisation targeted to increase the level of gender diversity in their sales function that was rather heavily dominated by male talent.

The local employment laws restricted the client's ability to move quickly in recruiting or releasing employees. These conditions demanded a talent solution that was proactive, strategic and provided an opportunity for talent exchange.

The client had previously found hiring gender diverse talent was a challenge across their sales teams and strove to understand why.

The client also believed that Nordics diaspora talent would not consider returning to the region once they have spent considerable amount of time working abroad and were sceptical to hire outside the Consumer Goods industry. They targeted to explore other industries, however, at the point of hire they opted for talent that was local, male and from FMCG.

THE RESULTS

TI built a pipeline of 30 diverse candidates with an introduction to socialization rate of 77%. The client also received a breakdown of talent insights and engagement rate of each seniority level at each point in a 4-step process. This process flowed from candidates who "responded" to "screened" to "engaged" to "introduced" and finally to "requested for socialization".

The results from the Competitive Intelligence portion of the project were multi-layered and rich. TI reported qualitative and quantitative data around the following complex ideas:

The top companies of choice in FMCG in Denmark and why • The client's brand perception, including scores and explanations • The core candidate preferences in FMCG in Denmark and why • Top competitor-organization performers in creating a diverse sales force • The attraction points for female sales talent and key diversity trends • The research & analysis of competitor advertising strategies female talent • The trends in FMCG and who is the top performer in retention • The gender confidence gap and the structure of job descriptions • Recommendations to introduce and improve attraction and retention

 77%
ENGAGEMENT RATE

 30
SENIOR TALENTS PIPELINED

 87%
SOCIALISATION RATE

 3
MONTH PROJECT

