

CASE STUDY Talent Pipeline EMEA

Client : Global leader in Lifting Solutions
Region : EMEA
Profiles : International R&D (rare)



Challenge

Within the worldwide engineering department, this global leader created a new international organization for a specific product line, uniting engineers and technicians around innovative and common projects. Given that projects and teams are now managed on a transversal basis, this company needs to design and deploy new proactive initiatives to attract a more diversified R&D (engineers) population for future external recruitment. While recruiting and career development practices are in the forefront of change, the additional challenge for this group is to be able to **attract rare international R&D profiles**, culturally sensitive, mobile, with project management skills, linguistically talented and able to successfully work within a matrix organization.



What did Terra Connecta propose ?

- An integrated and global solution (employer branding initiatives, attraction strategy, candidate management, selection, etc...) to connect with and attract a diversified selection of **rare R&D profiles**.
- Developed a dedicated mini-site on our website (www.terraconnecta.com) to inform, share and connect with potentially interesting candidates around the world.
- Identified a multi-channel international attraction strategy for R&D "rare" profiles
- Managed & pre-selected applicants from EMEA, US & China (approx 600)
- Presented short-listed candidates for various different R&D positions
- Accompanied hiring managers on better understanding of international CVs, diplomas, experiences, etc...



Result

This group has successfully recruited and integrated several international R&D profiles for the EMEA organization since the project started 10 months ago. Targeted international talent pipeline initiatives continue at different periods of the year, aiming to attract more **rare international profiles** and reduce the cultural gaps for truly international projects.

