

CASE STUDY

Leaders for tomorrow

Client : Global leader in the Habitat & Construction markets
Region : Europe, US & Latin America



Challenge

A de-centralized industrial group with a multitude of different brands, expanding very quickly through acquisition and joint ventures, realizes that the future leadership pipeline lacks strong business profiles. Well known for excellence in innovation, it is easy to attract and develop the best engineering talent across their different markets. However, this leading international group has little visibility as an employer of choice among more business oriented high performing populations. The challenge is multi-faceted, as this company needs to provoke change and transform current practices across internal and external communications, recruitment, career development, talent management and leadership.



What did Terra Connecta provide ?

Over the period of one year, **Terra Connecta** helped this group to :

- Take a step back and benchmark (who is doing what ?)
- Identify the management team to facilitate this transformation within a decentralized group
- Organize workshops to accompany the businesses on diversifying this future leadership population
- Re-design current competency matrix for future leadership positions
- Create the profiles and the key positions (Finance, Strategy, Marketing, Business Development, Business Unit Management...)
- Identify the businesses and managers best suited to on-board and develop these external candidates
- Develop a culturally-sensitive tailor-made assessment centre
- Train all hiring managers

Following this preparation stage, **Terra Connecta** developed a targeted attraction strategy, managed and selected candidates from all over the world, and accompanied this company in several assessment centres.



Result

This group recruited 8 truly international professionals in the first year with potential to fast track into leadership positions across different businesses and geographic regions. Initial positions were in France, Spain, Poland, Italy, England, Belgium and US. This "group" initiative had a very positive impact on the hiring managers (Executive Management Line and HR Directors), who saw the many advantages of sharing and optimizing such an important project.

