

CASE STUDY

Leadership Development

*Create competitive advantage through identification
of your target profile*

Client : Corporation in the FMCG Sector

Population : HR Managers and Senior Line Managers



Challenge

Companies who develop business strategies and goals to build future market leadership, also have to anticipate the competencies they will need in the mid and long-term. There is a necessity to assure that employees' competencies are in-line with the challenges that companies meet in a complex and more international environment.

This corporation realized that in a more competitive environment, they had to attract people with a wider range of soft skills than before. With this in mind, they would need to re-define new recruitment and evaluation criteria, as well as re-evaluating existing and new attraction channels. The initial challenge was to develop a new competency matrix as well as critical leadership competencies.



What did Terra Connecta provide

Terra Connecta defined a critical leadership competency frame in order to better identify and develop talent. In parallel with this our Consultant conducted a study to build a new competency matrix, specific to this organization.



Result

A creative attraction strategy was developed thanks to the information from the study, which enabled the company to meet excellent candidates with diverse backgrounds.

