

Case Study

Identify your Target Profile Create competitive advantage

Client : Leading Multinational in the FMCG Sector
Population : HR Managers and Senior Line Managers
Regions : EMEA



Challenge

While companies develop business strategies to build future market leadership, they also need to anticipate the skills & behaviors necessary to achieve continual growth. The talent agenda needs to be an integral part of a company's business strategy, placing people as an invaluable source of competitive advantage. This corporation realized that in a more competitive environment, they had to attract people with a much broader 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, aligned to future business strategy, including critical leadership competencies.



Our Proposal

In collaboration with the HR Development Director and a selection of senior line managers, we defined a critical leadership competency frame to better identify and develop talent. We carried out in-depth meetings with the line managers to identify the necessary soft skills to succeed in each functional area. From this we identified behavioral characteristics and leadership criteria common to all main functional areas. This provided us with the necessary information to build a new competency matrix, adapted to the company strategic needs and aligned with future growth.



Result

A creative attraction strategy was developed, highlighting a new range of soft skills and opening the doors to a broader population of talent. In a collaborative manner, this company redefined the types of personalities that would best fit the corporate culture in the future. In addition, the company attracted excellent candidates with diverse backgrounds, who were not on their radar beforehand.

