



RECENT PROJECT /

CANDIDATE IDENTIFICATION AND DEVELOPMENT
FOR ONE OF CANADA'S LARGEST BANKS



TALENT
ADVISORY GROUP

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One of Canada's largest Financial Institutions wanted to raise the level of talent within their Retail business on a national scale. By mapping out the competition within this particular niche, we were able to provide the bank with a robust pipeline of interested candidates, which resulted in candidates lists that were shared with the recruitment team and, ultimately, used as a proactive tool to build a strong bench of talent to interview and hire, when/as needed.

Business Need

The bank's recruiters were finding it difficult to find the time to go through the various channels of social media, use web-based tools or network in order to source talent. They each had 20+ requisitions to fill, and were only able to spend 30% of their time researching and sourcing the passive job market, because the rest of their time was spent reviewing resumes from postings, interviewing candidates, performing administrative tasks and executing project work. They often turned to search firms to fill open positions and were spending a large portion of their budget on full-search services. Their time to fill on these roles was over 90 days; the bank needed better quality candidates faster and without breaking the budget.



Solution

- ▶ We recommended that the bank utilize our recruitment research services including name generation and candidate development services
- ▶ After a thorough needs analysis was conducted with the business, we were able to focus on specific segments of the market
- ▶ Tenured researchers dedicated 100% of their time to deep data mining through social media, web-based tools and networking to provide names of top talent candidates that were proactively sourced within the marketplace
- ▶ With a budget of 30 hours for one search (10 hours of name generation and 20 hours of pre-screen interviews) – we found 60 candidates, which resulted in a presented short list of 30 targeted and qualified candidates; of those 30, 10 were interested in speaking with the bank at that point in time.
- ▶ A competitor list was provided, which included contact details (name, title, company name, phone/email data/LinkedIn profile/pre-screen candidate notes/resume).
- ▶ A summary was also provided, including market data and competitive intelligence (compensation/role info)

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Benefits

- ▶ The bank has best in class candidates at their fingertips
- ▶ Recruiters are now able to spend more time developing relationships with targeted candidates who are currently doing the job, and who are ready and interested to look at new opportunities
- ▶ The bank can make 1, 2, 3+ hires from these lists at no extra cost
- ▶ The bank's search spend and time to fill have decreased, and the level of talent has significantly increased
- ▶ Utilizing a customized approach, the bank also gained market intelligence, including competitor compensation packages and job responsibilities, which helped the bank move its talent agenda forward
- ▶ The bank owns the data – it can be used for current or future needs

“ Search spend and time to fill have decreased and the level of talent has significantly increased ”

Overall, the Talent Advisory Group's hourly service resulted in faster recruitment timelines, higher quality of candidates and greater cost efficiencies. The bank recognizes the value in unbundling recruitment efforts and continues to use Talent Advisory Group's services on an ongoing basis.



Discover a New & Exciting Approach to Recruitment



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