

Creating a long-term talent strategy by hiring your next C-Level

A national company was on the hunt for their next Executive. They were looking for someone with very specific traits, traits that we identified as correlating to success in this organization. They also needed to diversify their search in order to find candidates who would not normally be part of their target candidate pool.

In looking for their next C-Level the current Executive team knew they could not trust the search to traditional Executive Search firms; nor would they pay the high fees associated with those firms.

As soon as the departure of the current Executive in the role was announced, we were in contact with the COO planning this Executive Search project. Our process began by spending a few hours with key stakeholders within the organization to truly understand the profile of their next Executive. We scheduled, filmed and edited a video of the COO describing the role and who they were looking for to be their next leader. We designed and launched one of our Experience Pages for the role. We completed all of this in less than a week. The Experience Page was the key marketing tool for the search, telling the story of this role in the context of the entire organization. This is a page that has been easily shared by all employees to their various social and professional networks.

In parallel to the above efforts, we began sourcing candidates immediately – many of whom we had existing relationships with through our previous blog, JobberTechTalk. Upon sourcing and pre-screening candidates, we presented them, in our Candidate Portal, to the current Executive in charge of the search for easy administration.

Prior to the official launch of the search, key leadership was brought together to review the final job description and strategy. All gave a very excited approval to our approach.

This solution was entirely project-based, not fee-based, a key data point in the decision to use Jobber Group as opposed to a traditional Executive Search firm. Furthermore, the outcome was two hires and a candidate pool of future leaders with whom the organization continues to interact and grow.

Quick facts

Overview:

Traditional Executive Search, a very expensive endeavor with only one outcome, was not an acceptable strategy for a company not only looking to find its next Executives but also hoping to expand its employer brand to build a talent pool of future leaders.

Challenge:

For a company needing to break the status quo in an industry that wasn't advancing fast enough, finding its new technology leaders was the first clear step needed for success. Relying on a traditional Executive Search firm would not give them the ability to tell their new story to a broader audience and build a candidate pool of future leaders. This search effort could not produce a single outcome of one person; it needed to set up a long-term talent growth plan.

Jobber Value-Add:

- **Deploy Digital Platform:** to share the employer brand story to attract the right candidates for this role and future roles.
- **Access Executive Network:** to bring a variety of potential leaders into the process who may never have been considered.
- **Develop an Authentic Candidate Experience:** to help build a candidate pool of future leaders who are already bought in to the story.

Results:

Not one but two candidates were chosen to fill the existing role as well as a brand new transformational role specifically created for the second candidate. A candidate pool of talent was built and is now being engaged by the organization who hopes to hire many of them as it continues to grow.