

Implementing career accelerator program to attract 40+ new hires / month

A growing company in the telecom and communication industry was looking to develop a strategy focused on attracting, retaining, developing and promoting top talent. The executive leadership decided to do this by developing a new career accelerator program designed to help mitigate turnover and improve succession planning.

While the ultimate goal was to design and implement a long-term initiative, development of the initial accelerator program needed to be completed in less than two weeks in order to meet a new hiring goal of forty (40) new hires per month starting the next month. This company wanted to be able to attract the right top talent by providing an investment in their career development from day one. Knowing that candidates are attracted to companies with strong employee value propositions (EVP) and over 59% of candidates would consider a new opportunity if it offered clear growth opportunities (according to a Novo Group study), they engaged Jobber Group to develop a career accelerator program that would become the cornerstone of a new recruiting effort and employer brand.

After a short discovery phase, our team spent one week developing the program to align with the culture and key traits that aligned with current top performers.

The program itself was designed to hire for three specific career paths: sales, finance and technology. The first month would involve training and onboarding to help us define talent profiles, which in turn would help us measure for the remainder of the program. This data would be critical to honing their Talent Personas for recruitment and hiring purposes. At the end of the program, candidates would continue into their designated role and accelerator path of either Management Training or Advanced Skills Development. Again, ongoing measurement would be critical to future hiring success.

A key component to the success of this program is the ongoing professional development of each employee. Using Gamification Jobber created a Competency Badge system, which gives candidates the ability to earn badges as they learn new skills and competencies through their tenure as an employee.

At times companies have to move very rapidly to align with current organizational demand. Jobber Group has proven methods of rapid development while implementing strategies with long-term impacts – Action While Planning.

Quick facts

Overview:

This was an executive initiative to plan and prepare for future growth. The company wanted to prepare future employees with the cultural awareness, skills and competencies to rapidly advance within the organization as either an SME or leader/Manager. The key was creating a program to implement now with a path to calibrate and build a larger talent strategy later – **action while planning**.

Challenge:

Executive Leadership only gave a 30-day lead-time on starting this initiative. With a goal of forty (40) new hires per month, starting in just weeks, it was imperative to develop clear structure for rapid screening, onboarding, career path selection and basic career acceleration program criteria.

Jobber Value-Add:

- **Value Proposition:** determine the authentic story and value that this opportunity offered to candidates.
- **Define Talent Profile:** use previous data to develop an overall talent profile focused on key traits related to success at this company.
- **Define Career Acceleration Phases:** using talent profile, created a 12-month program designed for the right fit candidates to quickly develop key competencies and enter accelerated paths to management or advanced skill positions.
- **Measurement Strategy:** implement plan and platform to measure key traits against performance metrics to predict candidate and employee success.

Results:

Successful development of strategy within condensed timeline of 2 weeks. Executive approval and buy-in to strategy. Results of this program will be published at the end of 2018.