

Recruiting Built for New Industry Growth

Industry: Energy and Utilities
Revenue: Approx. \$13 Billion
Employees: 13,000



Mission-critical priority

The Head of Talent Solutions needed a better talent acquisition model and strategy to support the organization's rapidly changing skill needs and increasing hiring volume.



How Gartner helped

The client used:

- **Gartner insights** to restructure employee brand messaging to create a robust hiring engine tailored to meeting growth goals
- **Gartner advisory support** to secure buy-in around a new roadmap for function transformation
- **Gartner tools and benchmarks** to assess the recruiting function's effectiveness, maturity, strengths and gaps



Outcome

With support from Gartner for HR, the client:

- **Generated urgency and buy-in for change** by identifying recruiting barriers hindering organizational shift
- **Strengthened employer brand** in a hypercompetitive labor market, resulting in a **16% and 35%** increase in Ph.D. and M.B.A. hires respectively
- **Created a robust shared responsibility hiring engine**, resulting in double the offers with 50% fewer interviews