Recruiting Built for New Industry Growth

Client Success Story

A large utilities company was making a massive shift to become a producer of clean energy to build a sustainable business model for future growth. Using Gartner insights and advisory, the head of talent solutions transformed the talent acquisition strategy to meet new business demands.

Industry: Energy & 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
Gartner helped measure the current effectiveness of recruiting by creating a holistic picture of the function’s maturity, strengths, and gaps in order to develop a roadmap for change. With Gartner advisor support, they secured organizational buy-in to launch. Leveraging Gartner insights, the client restructured employee brand messaging to attract critical niche skills and created a robust shared responsibility hiring engine tailored to meeting growth goals.

Mission accomplished
With Gartner support, the head of talent solutions:
• Identified recruiting barriers hindering organizational shift and generated urgency and buy-in for change
• Strengthened employer brand in a hypercompetitive labor market that resulted in a 16% increase in Ph.D. hires and a 35% surge in M.B.A. hires
• Created a robust shared responsibility hiring engine that resulted in double the offers with 50% fewer interviews

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