



“It's about empowerment, not just upskilling”

Nielsen and SocialTalent:

Delivering global training to
drive TA internal consultancy

nielsen
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socialtalent 
The hiring skills platform



For over ninety years, Nielsen has been the leading provider of data and analytics based on scientific rigor and innovation. It continually develops new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen employs over 44,000 people, has operations in over 100 countries, and covers more than 90% of the world's population.

44,000+

Employees

100+

Countries

>90%

World's population

In late 2020, Nielsen split into NielsenIQ and Nielsen Global Media. This case study took place prior to the split.



The challenge:

At the end of 2018, Nielsen moved from a decentralised to centralised recruitment model in five key locations. They hired approximately 80 new talent acquisition associates, all with varying levels of experience.

One of their key objectives was to elevate the talent acquisition associates to provide a consultative function, where they would partner with stakeholders. In order to achieve this, and to balance the varying levels of experience across various locations, it was essential that a scalable but effective learning solution was used.

The approach:

Nielsen kicked off an internal program called "Consultative Recruiting". The approach followed a CREST formula – focusing on building Confidence, Relationships, Experience, Strategy and Trust. Virtual classroom sessions honed in on modules such as "Growth Mindset", "Time Management", "Managing your network" and "Advising through the Selection process".

Each of these modules was supported with an eight hour learning path from SocialTalent. These learning paths also facilitated each Recruitment Centre to apply "Leader led learning", where collectively the teams would discuss what learnings resonated and how they could be applied practically.

The impact:

"The trainings not only motivated us professionally, it also helped us rethink how we deal personally"

"I didn't think we'd be able to find the quality talent we needed for this role given our budget, but we ended up finding the perfect candidate."

"Effective, professional, great communication. Really satisfied with this hiring process"

Nielsen have reported that not only is SocialTalent a great tool to demonstrate their commitment and investment to internal L&D, but also reported improved and enhanced interview processes, requiring 50% less rounds, and also reducing the overall time to hire by 25%. The relevancy of the learning was important to Nielsen. SocialTalent delivered, as 100% of the team agreed that the content was relevant.

Hiring manager surveys also showed an increase in internal reputation and satisfaction. Their scores on how the TA associates met expectations with speed of hire, understanding of the business role and requirement, proactive communication and responsiveness all rose. In 2020, the hiring manager satisfaction score rose from 76.4% to 84% in eleven months.

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It's about empowerment, it's not just upskilling. It's about giving your team the tools to continuously learn. That's why we have chosen to work with SocialTalent.

As a member of our TA Team, being provided unlimited access to SocialTalent content is a huge benefit (and also a selling point when we hire new members). It shows how much we are invested in helping our teams grow and it is the best platform to stay relevant in all things hiring.

I have been fortunate to work with the Social Talent team for a number of years, and not only do they empower their clients to manage the platform (I was able to create our learning paths for our teams), but they are there to advise, provide data and offer a sense of humour along the way.

Lisa Ford
Global TA Vice President

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Get in touch!

Want to learn more about SocialTalent and how we can help your organization? Please visit **socialtalent.com** and get in-touch with us today!