



WilsonHCG experiences its highest annual revenue growth to date

How WilsonHCG is leveraging SocialTalent's e-learning platform to embed a culture of L&D and to scale its business globally



Challenge

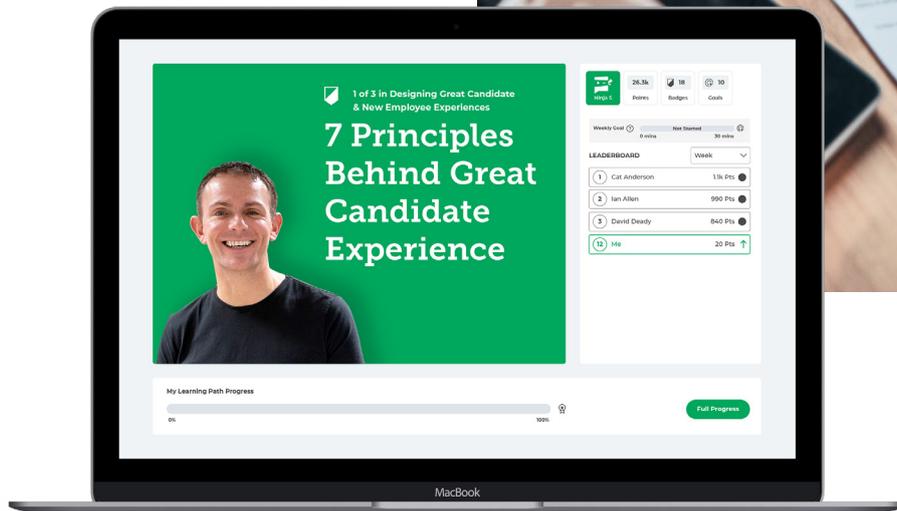
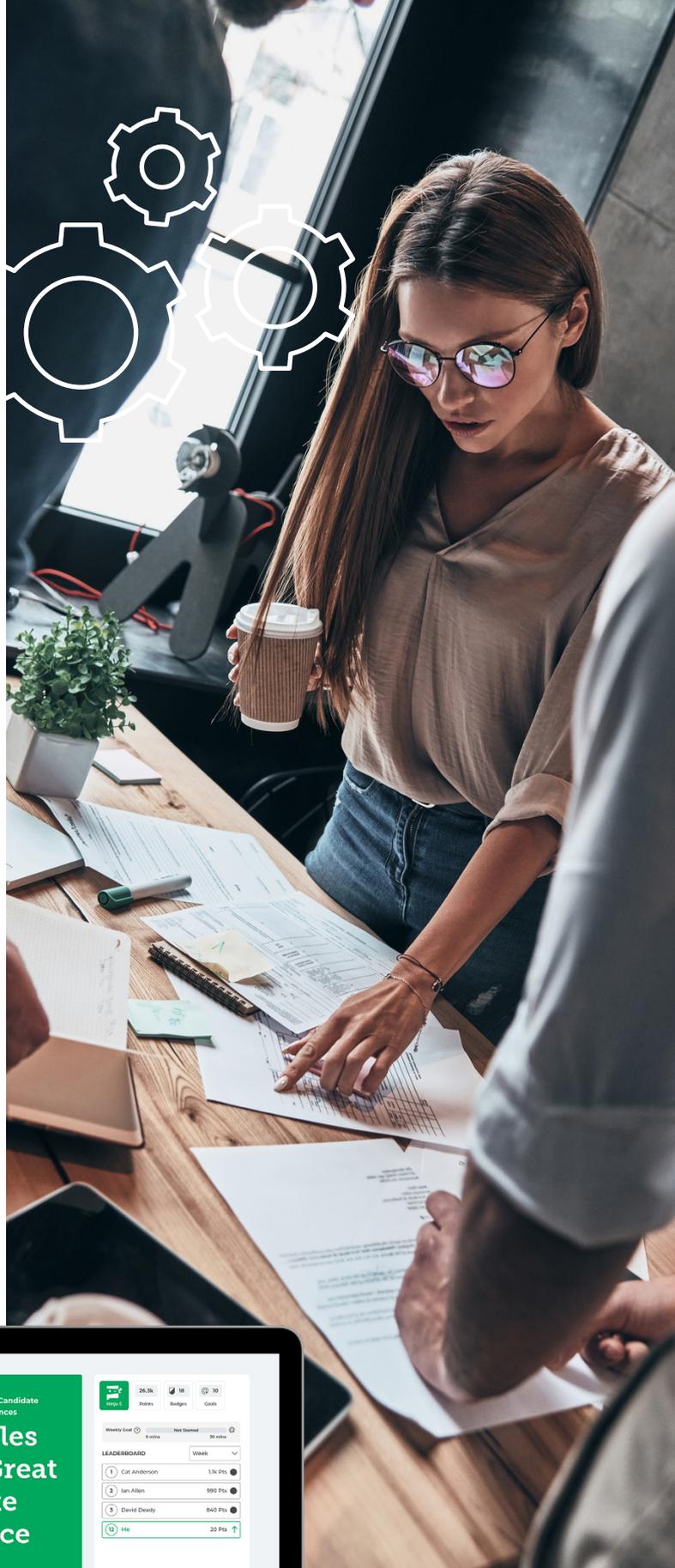
Find the right training and development solution to support the company's rapid growth

After experiencing significant growth in the last decade, especially globally, WilsonHCG, a global leader in total talent solutions, was facing a particular obstacle – how was it going to scale the business alongside this growth? And not only scale regionally, but also functionally across all the different roles within the organization?

Embed training to inspire and motivate WilsonHCG's expanding global team

To support these growth plans, it was critical for WilsonHCG to have the right training and development content available to its expanding teams. But finding training with innovative and thought-leading courses on everything relating to recruitment and hiring was a big challenge.

A comprehensive learning solution was needed that would support and enable the company's rapid business growth – and one that had the right content to train, motivate and engage its growing global team. It was also important to be able to personalize this content for all levels within the business and tailor the approach for individual roles and regions.



Approach

Complementing the embedded culture of learning and development already established in WilsonHCG, SocialTalent was a natural choice for augmenting this further.

WilsonHCG uses SocialTalent to provide training and development to over 1000 of its employees on all aspects of recruitment and hiring as well as DEI and leadership.

Personalized learning paths based on roles and seniority

The SocialTalent training and development content was integrated into the WilsonHCG's in-house LMS, known as "Innovate." This created a complete and unified training experience for users, that included single sign-on functionality. Personalized learning paths were established for employees based on individual roles and whether they were in recruitment, sourcing or leadership roles.

Blending SocialTalent's innovative thought leader-led training content with WilsonHCG's training content

SocialTalent leverages an extensive faculty of global experts and thought leaders to bring instant credibility and insight to its training on every aspect of recruitment and hiring. In addition, WilsonHCG blended its own content with SocialTalent's training to deliver a highly personalized and relevant learning experience to its employees.



Kim Pope

COO
WilsonHCG

"The SocialTalent team were amazing partners, even initially. The training platform solved a lot of our challenges quickly and surpassed all of my expectations."

"A big benefit of the SocialTalent platform is the quality of its training content. The fact that it leverages outside innovators and thought leaders from a content perspective is a huge value add and brings more credibility to the training. We also love that we can combine our own training into the platform, which makes for a fantastic blend of content."

Delivering streamlined new hire training and leadership development training through SocialTalent

SocialTalent content is also woven into the company's **new hire training** as well as its **leadership development training** globally, focusing on key areas such as strategic leadership and diversity, equity and inclusion.

By using the analytics dashboard in SocialTalent, this also helps to inform performance development conversations within the business.

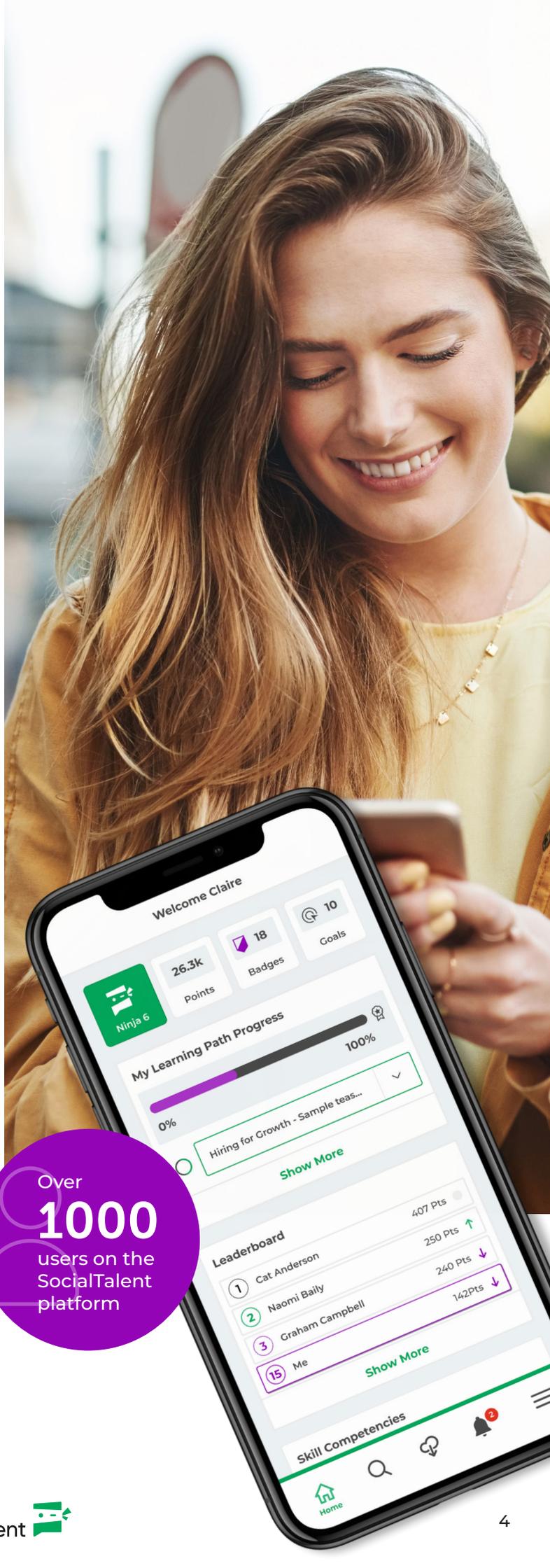
Using SocialTalent to help external hiring managers be more successful

WilsonHCG also uses SocialTalent to educate external hiring manager clients on the fundamentals of recruitment. The aim? To increase their understanding of hiring best practices and generate the best possible outcomes for the client. The company is very transparent with its clients in helping hiring managers achieve the best results.

Driving employee motivation and engagement with SocialTalent

With over 1000 users on the SocialTalent platform, WilsonHCG prides itself on having one of the highest engagement scores compared to SocialTalent's benchmark, set across all its clients. WilsonHCG's employees spend an average of 115 minutes per month on SocialTalent's platform.

Within the company, employee learning paths were customized based on role, level and region. Some of the most watched content on the SocialTalent platform by WilsonHCG users include the Talent Advisor missions, and the Sourcing missions – including social sourcing, LinkedIn sourcing and sourcing for diversity, as well as Time and Process Management.





Business Impact

WilsonHCG achieves its highest revenue growth on record

The impact of SocialTalent's training on WilsonHCG's business has been considerable. After coming out of a time of intense upskilling on the platform following the pandemic, WilsonHCG has been **experiencing the highest growth the company has ever seen.**

Faster ramp-up times while focusing on results and quality

Employees are being **ramped-up faster**, they're producing **results** and showing **quality** – wins that are in-part achieved because of the training, development and engagement of its people.

Learning, development and innovation – the tenets of WilsonHCG's culture

SocialTalent learning integrates seamlessly into the WilsonHCG culture which focuses on learning, development and innovation. To date, the organization has completed over **6000 courses** and obtained **5000 badges** – a testament to the company's commitment to L&D.

Each user also has the ability to learn outside of their day-to-day. Employees are encouraged to continually upskill and invest in their own development through the SocialTalent platform. For instance, if a recruiter hasn't done tech recruiting before, they are encouraged to go through the training which in turn makes the employee more versatile.

This self-paced upskilling leads to more motivation, greater engagement and creates longer career paths for the employees. WilsonHCG's internal pulse surveys show that employees really appreciate the investment that the company has made in L&D. It's perceived as one of the benefits to working at the company.



Kim Pope

COO
WilsonHCG

“SocialTalent speaks for itself when it comes to business impact. Giving our employees access to the highest standard of recruitment training has in turn generated record growth for the business.”

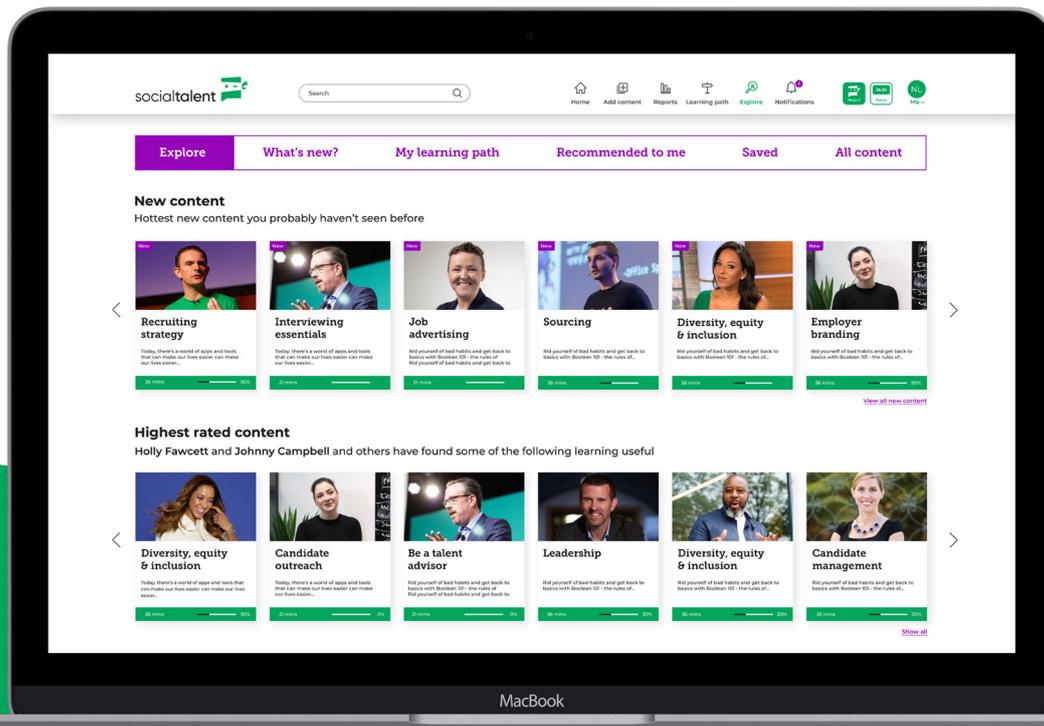
“Learning, development and innovation is woven into the WilsonHCG DNA and SocialTalent is integral to that. Being able to give our employees another avenue to learn from with global leaders and industry experts is a great way to motivate and engage our team. It gives our employees, regardless of where they are in the world, their role or level, access to really innovative and thought-leading training content.”

About WilsonHCG

WilsonHCG is an award-winning, global leader in total talent solutions. Operating as a strategic partner, it helps some of the world's most admired brands build comprehensive talent functions. With a global presence spanning more than 65 countries and six continents, WilsonHCG provides a full suite of configurable talent services including recruitment process outsourcing (RPO), executive search, contingent talent solutions and technology advisory.

About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.



If you would like to learn more about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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