

# EXPANDING TALENT REPRESENTATION: HOW A SOFTWARE DEVELOPMENT COMPANY FOUND FULLY REMOTE HIGH-PERFORMING CREATIVE TALENTS OF DIVERSE BACKGROUNDS

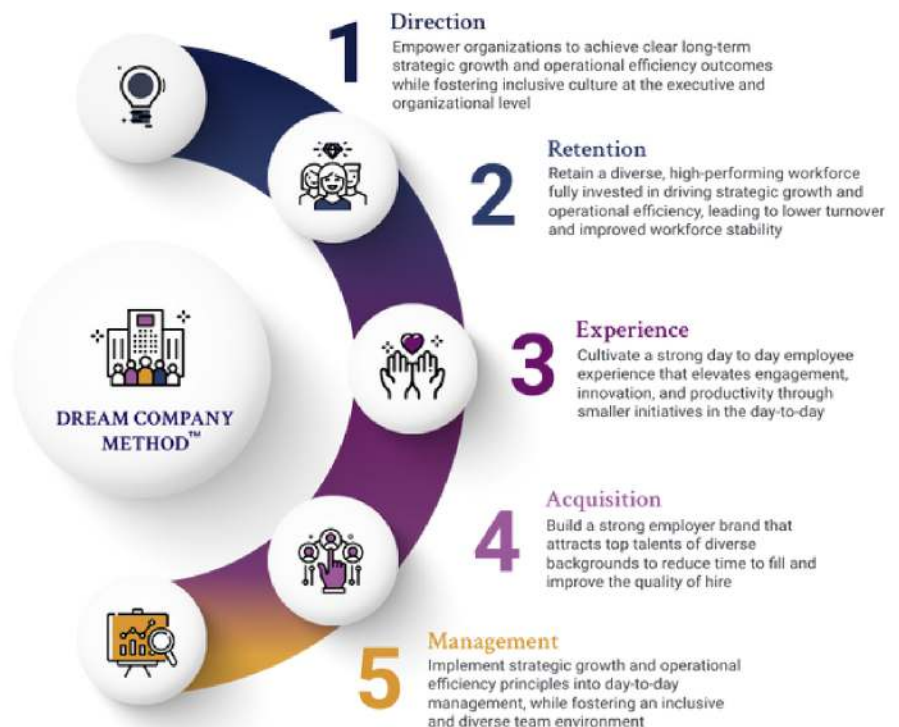
- Industry: Software Development
- Function: Marketing
- Company Size: 1000-2500 employees
- Location: Singapore

This software development company has a great brand reputation in South East Asia— and came to work with us to expand their presence in North America by building a roster of creative talents from diverse backgrounds.

## APPROACH

In this DFY recruitment project, We focused on the acquisition pillar of our DREAM company method™ to help the company develop a strong talent pipeline.

## PROCESS



We developed a multifaceted approach to building the talent pipeline through:

- **Competitive Analysis:** We conducted an extensive analysis of the company's competitors' value proposition as an employer as well as the creative talents that are already working with them. This analysis helped us to better understand the competitive landscape, determine how the company should be presented to these creative talents during recruitment, and to develop an ideal candidate persona that best represents the company's definition of high-performing creative talents of diverse backgrounds.

- **Proactive Sourcing Strategy:** To find high-performing creative talents of diverse backgrounds, we built a sourcing strategy. This included messaging, pitch decks, and identifying the sourcing channels. We executed the strategy on social media, video sharing platforms, relevant communities, and talent marketplaces. We also had to be mindful of remote recruitment and time zone differences. This allowed us to proactively identify creative talents whose content and values align with the company's growth objectives related to brand awareness and talent pipeline strategy.

## RESULTS

Our proactive approach to recruitment yielded impressive results. We were able to present the company with 10 new talents from diverse backgrounds within a month. These creative talents aligned with the company's cultural values and campaign objectives.

Additionally, we were able to accomplish this feat without the need of purchasing additional recruitment software (which would have been around \$1000/year per team member), cash incentives, or running paid advertisements, resulting in significant cost savings for the company.

By building a more diverse talent pipeline, the company was able to make further progress on meeting their talent representation goals, allowing them to tap into a wider range of approaches and audience.

## NEXT STEPS

If driving strategic growth and operational efficiency while fostering a culture of inclusion is a priority for your organization, we invite you to schedule a 30 minute roadmap session with our team.

During this session, we'll work collaboratively with you to:

- Evaluating your current strategic direction and growth objectives
- Identify opportunities to drive strategic growth and operational efficiency while fostering a culture of inclusion
- Co-create a tailored plan of action that aligns with your objectives and values

If there's a mutual fit, we'll also assess whether our solutions are the right fit in helping you achieve your objectives. As a trusted strategic partner, we'll only recommend solutions that creates win-win outcomes for all parties involved.

**SCHEDULE YOUR ROADMAP SESSION**