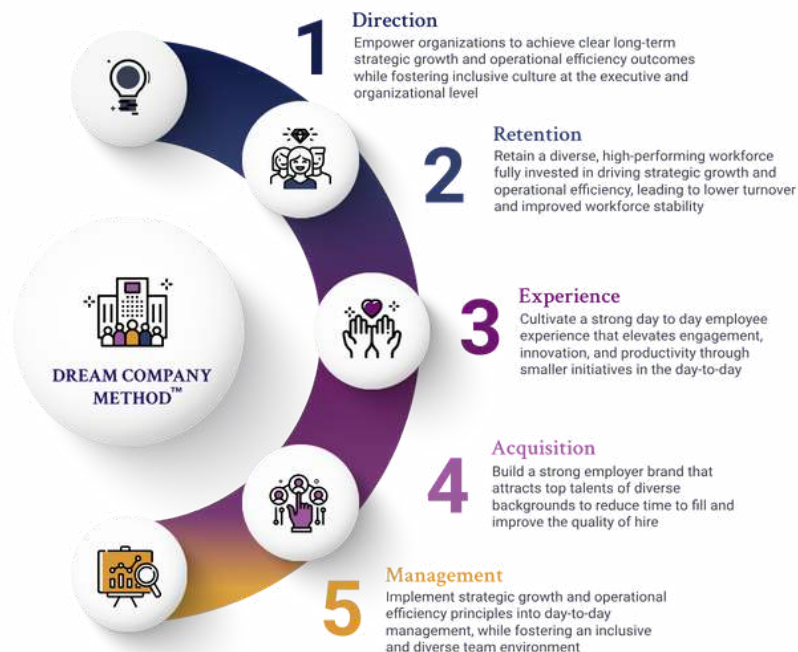


BUILDING A HIGH-PERFORMING WORKFORCE OF DIVERSE BACKGROUNDS IN THE OIL/GAS INDUSTRY: A STRATEGIC APPROACH TO IMPROVING TALENT ACQUISITION AND MANAGEMENT

- Industry: Oil / Gas
- Function: Operations
- Company Size: 11-50 employees
- Location: Canada

The company faced challenges in recruiting top talent due to increasing competition in the industry. They sought guidance on how to improve their acquisition and management strategies.



APPROACH

Through gap analysis, we identified that that enhancing the understanding of generational diversity will make the biggest impact on acquisition and management strategies. Then we focused on the following pieces of our DREAM™ company framework:

- Acquisition: We focused on improved employer branding as a way to address the difficulty in recruiting and retaining top talents.
- Management: We addressed challenges of managing in a multi-generational environment due to generational changes within the talent pipeline.

PROCESS

Our strategic advisory focused on the following areas:

- **Managing in a Multigenerational Environment:** Because the company's team members come from Gen X, they had trouble understanding millennials and Gen Z talents' motivations. We helped the company understand the unique challenges that arise from managing across different generations, such as communication preferences and work styles, as well as digital generations' motivations.
- **Employer Branding:** To address the concern of increasing difficulty in recruiting top talents, we analyzed the potential candidates' perceptions towards the industry and the company's cultural goals. We proposed creating an ideal candidate persona by identifying the necessary skills, qualifications, and personal attributes required to succeed in the company's culture and operations in order to laser-target their hiring efforts and acquire top talent more efficiently.

RESULTS

The strategic guidance focusing on acquisitions and management pillar allowed the company to laser-target their hiring efforts, which allowed them to identify employer partnership opportunities with local associations and to formulate a clear roadmap on improving their employer branding efforts in order to achieve better alignment between their cultural and performance objectives.

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