

Case Study: Microsoft Mapping Project (1)

The Situation

We were hired to support the internal talent acquisition team at Microsoft during a particularly busy time. Our mandate was to produce market mapping documents for three key areas of the business:

1. Finance
2. Enterprise Architecture
3. BING

Finance

Microsoft felt that across Europe they had a really strong handle on the finance talent in the tech world as they had been recruiting from this pool of firms for a number of years. They wanted us to look at complimentary sectors that housed commercial, well disciplined and highly trained finance talent with a transferable skill set. We needed to look at high volume, commercial, complex organisations where finance weren't just "bean counters".

Enterprise Architects – Microsoft Consulting

Microsoft wanted to expand their advisory business. These were client facing, senior level technical advisors who would work with major accounts / customers and advise their CTOs and the Boards on technology.

Whilst Microsoft called them Enterprise Architects this didn't translate to the same job title in the wider market. Our role was to identify the skills, talent and experience Microsoft required, not just people with a specific job title.

BING

We were asked to map and identify big data development talent. We were focused on targeting talent from digital native businesses, including start-ups and academia.

The Solution

Microsoft wanted us to identify the talent and then generate a warm response. They were keen to gain market feedback, specifically around their brand perception and how they were regarded as an employer.

There was a need to take a different approach to the identification and candidate engagement with each of the different talent pools.

The Finance project was more straight forward as we have a large network in this area so the focus was on identifying the top talent and engaging with them.

With the Enterprise Architects the focus was on sourcing and garnering recommendations from our network as well as relying on the knowledge and expertise of our specialist consultants and research team.

The candidates in the BING project were in high demand, where not easy to identify and these individuals don't answer their phones! We had to be more creative in our approach to this project, heavily utilising social media and even spending time with the development team at Microsoft to understand their drivers and how best to engage with them.

The Outcome

We successfully identified and contacted over 1,500 candidates, providing detailed mapping documents with overview details of warm candidates who would be open to an approach by Microsoft. We also provided wider market feedback and information on their brand perception.