Success story: Proactive recruitment

Wind energy is a 21st-century answer to an age-old challenge.

But how do you recruit for an industry so young there just aren't active candidates to choose from? To staff its new wind-power business in the UK, Siemens turned to proactive recruiting with LinkedIn.

Here's how they did it.

CHALLENGE



The modern wind-power industry requires new skill sets that are under-represented in the existing talent pool.

So Siemens had to look outside the industry to find candidates with similar, adaptable skills. It turns out that developing the solutions of tomorrow takes a bit of creative recruitment today.

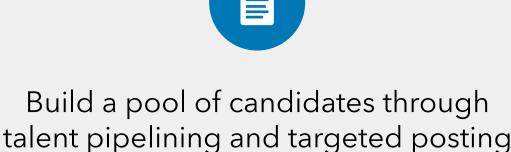
APPROACH



Proactively recruit and build relationships with passive candidates from other industries in the region with **LinkedIn Recruiter.**



to reach and engage potential candidates via **LinkedIn Groups.**



of LinkedIn Jobs.

1,500 NEW CONNECTIONS

RESULIS

TO PROSPECTIVE CANDIDATES

550 POSITIONS
FILLED OVER THE COURSE
OF 12 MONTHS

70 NEW TECHNICIAN POSITIONS FILLED IN A 3-MONTH CAMPAIGN

See how you can become an employer of choice

Find out more