

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**.



Establish an Energy Careers group to reach and engage potential candidates via **LinkedIn Groups**.



Build a pool of candidates through talent pipelining and targeted posting of **LinkedIn Jobs**.

RESULTS

1,500 NEW CONNECTIONS 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](#)