

# Case Study

## Insight Product Development



### Highlights

- Streamlined searches with LinkedIn Recruiter's easy-to-use interface.
- Leveraged the explosive growth of the network to hire highly qualified professionals.
- Highlighted employee testimonials and videos on LinkedIn Career Page.
- Drove traffic from both candidates and potential clients with analytic tools.

### Company Profile

Founded in 1988 and headquartered in Chicago, IL, Insight Product Development (Insight PD) provides product development and innovation consulting services. It has 80 employees operating out of four offices in the United States and China and plans to increase personnel by 10 percent in 2011.

### Business Challenge — Posting and Praying

With plans to hire for several highly skilled positions, this growing company knew it was time to improve its recruitment approach.

"The number-one thing we have to offer is our talent, and we're only as good as the people who work here," said Doug Brewer, Insight PD senior partner.

Each office has very different needs, so the company does not have one unified approach to talent searches. Project managers, who also act as hiring managers, have a vested interest in who joins their teams.

In the past, job boards and staffing agencies comprised the bulk of Insight's recruitment activities, but sifting through 300 to 400 unqualified resumes from job boards proved to be a poor use of time. Similarly, engaging an agency that specialized in the product development and engineering space was both costly and ineffective because Insight PD found it difficult to convey its business culture and needs to a third-party recruiter. The company also advertised with industry-specific organizations and attempted to engage with relevant discussion boards, but this fragmented strategy was time consuming and produced inconsistent results. Insight PD needed a central place to find all of this talent.

*“When you think about the fact that we hire cultural anthropologists and they’re all on there... we were able to see the explosion of membership and that’s the value.”*

Craig Scherer, Senior Partner, Insight PD

## Using LinkedIn as a One-Stop Shop

Insight PD took a deeper look at LinkedIn Talent Solutions to become more proactive with sourcing, more targeted in creating inbound candidate traffic and more competitive with recruitment branding. Insight PD now steers all hiring through LinkedIn.

When competing for top-talent, Insight PD realized it needed to offer more than just a compensation package. The LinkedIn Career Page offered a unique space to reinforce the company’s culture and message. Passive candidates can view employee testimonials and videos to gain insight into the laid back, fun work environment at without having to click away from the LinkedIn platform.

Although he initially resisted the pull to join as an individual, Doug created a LinkedIn account a few years ago and quickly began to understand the value the network offered.

“It was a very eye-opening experience,” he said. “I could immediately see the business potential and the value of being able to be tied into a business-exclusive network.”

The firm’s other senior partner, Craig Scherer, concurred that the value is in the membership-base.

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Hiring managers have found that targeted talent pools are well represented on LinkedIn, so being networked with their employees and industry thought leaders has helped referrals.

Posting jobs on LinkedIn has been a breeze for Insight PD. The company tweaks job descriptions based on real-time feedback from people viewing their postings so it can attract the most qualified candidates. With job postings and job ads, hiring managers are finally reaching the high-quality candidates they’ve been searching for.

## Attracting Potential Candidates and Clients

The simple layout, straight-forward menu and excellent search interface of LinkedIn Recruiter allowed Insight PD to get up and running very quickly.

“We do user interface design, and we find it easy to use,” Craig said. “It’s a real complement coming from people who analyze website usability. It’s very self evident, and you don’t need a lot of training.”

The company also sees tremendous value in LinkedIn’s analytics tools. When Insight PD’s services page wasn’t getting the traffic the team had hoped for, they quickly made some adjustments. As a result, the volume to the company page increased immediately. Now its driving traffic not only from people interested in employment, but also potential clients!

## Collaborating Across the Team with One, Central Solution

Using the LinkedIn Recruiter platform, Insight PD has access to more qualified, higher quality talent in one central location. The user-friendly system offers the tools to help hiring managers organize and identify candidates, save them to projects and communicate directly with them. Hiring managers love that the seats are transferable, the history is saved and they can change users from one person to the next at any moment.

### LinkedIn User Tips

Reach out to qualified candidates with InMails referencing what content in their profile compelled hiring managers to contact them. This helps candidates feel recruited rather than solicited.