



Learning Plus Leadership Drives Results

Sky's Talent Acquisition team increases its efficiency and sharpens its competitive edge by setting talent acquisition goals, creating a development plan, and applying the skills that they gained in training and preparing for the LinkedIn Certified Professional—Recruiter certification exam.

Overview

Sky is the leading home entertainment and communications provider in Britain and Ireland, delivering access to more than 500 television and radio channels, broadband, home communications, and mobile content to more than 11 million homes. Sky currently employs approximately 24,000 people, aiming to build the best possible team while fostering a culture of opportunity. Lee Yeap, Head of Talent Acquisition at Sky, leads a recruitment team of more than 45 people, all of whom have LinkedIn Recruiter licenses.

Challenge

- Ensure that Recruiter license holders gain efficiencies, meet their goals, and employ best practices with Recruiter.
- Build a team of highly skilled recruiters who are well versed in the new ways of social recruiting from the start and who find the best talent before the competition.
- Provide training opportunities for the team to allow them to become experts on the tools that they use.

Solution

- Focus on education to ensure that the team was performing at its peak.
- Determine the structure of the Recruiter investment across the team, set expectations for completing training, and track progress within the Talent Solutions Learning Center.
- Participate in the pilot of the first LinkedIn Recruiter certification program.

Results

- Previously, 7% of hires through LinkedIn were influenced by Recruiter usage. When certification became mandatory, that number increased to 19% over a 12-month period.
- The number of searches has increased by over 300%, and the number of searches saved has increased by 750%. Automated search features allow the team to spend less time on transactional recruiting activities.
- The team now uses organization and collaboration tools such as projects, tags, and statuses, increasing the number of profiles they've added to their pipeline by 180%.
- The right approach with InMail messages has resulted in strong response rates that have remained steady as the number of InMail messages that team members send has grown.

Why Get Certified?

When Lee began leading the team at the end of 2012, he decided to begin 2013 with a focus on education to ensure that his team was at its best. As part of this initiative, he also decided to participate in the pilot of the Recruiter certification program.

Lee worked with LinkedIn Strategic Talent Solutions Consultant Carly Eriksen to determine how the Recruiter investment would be structured across the team, set expectations for completing training, and track progress within the Talent Solutions Learning Center. Sky's recruiting team then spent the first quarter of 2013 completing a self-paced curriculum that included online tutorials and expert-led webinars within the Talent Solutions Learning Center.

Lee then chose 10 people from his team to take the pilot certification exam and put the first three months of online learning to the test. He knew that finding the time to complete the training could be a challenge, so he motivated his team. Team members who passed the exam would join him at Talent Connect, LinkedIn's corporate recruiting and networking event. This prize not only encouraged the team to complete the training, it also provided a great team-building opportunity.

For the pilot, the team invested approximately 100 hours of training over four months. Those who completed training and certification are now more efficient with tools they had used less frequently. They can see the value in applying those tools and best practices to increase their efficiency.

Over the past 12 months, as the rest of the team completed training in preparation for the exam, the Sky team has seen an eightfold return on their investment.

The opportunity to be certified in LinkedIn Recruiter allowed the team to enhance their skills, gain recognition, and increase their professional credibility. They can now engage with prospects quickly and effectively, proactively build talent pools, and using more targeted searches to gain an edge on the competition.

Now, taking the training on the Talent Solutions Learning Center and passing the LinkedIn Certified Professional—Recruiter certification exam is mandatory for Sky's recruiting team.

“Social recruiting methods, in general, can be a big change for more experienced recruiters who have built their practice on processes that might not be as efficient in today’s recruiting world. Recruiter licences are a big investment for your team. When simply handed a Recruiter license and given the responsibility to learn the tool, naturally people will take shortcuts or come up with their own ways of doing things, rather than take the time to do the training and learn best practices.”

Lee Yeap

Head of Talent Acquisition
Sky



“With all of the features and functionality available in Recruiter, combined with the day-to-day pressures of recruiting, users who haven’t been trained on the tool tend to cherry-pick the features they’ll use on a daily basis and not understand everything that’s available to them that can increase their efficiency.”

Lee Yeap

Head of Talent Acquisition
Sky

Visit certification.linkedin.com to learn more about the LinkedIn Certified Professional—Recruiter certification.