



This is Mo,

With LinkedIn, CBRE has moved from a purely reactive recruitment process to proactively hiring and pipelining, beating out competition to hire the best talent.

"The impact it's had on speed, quality and cost just in the period of 12 months is amazing. We are now aspiring to sit among world class brands on LinkedIn."

MO KARIM

HR Transformation Consultant

CBRE

Company Profile

CBRE are a global commercial property consultancy firm providing professional advice and management from over 300 offices in more than 50 countries. With the aim of maximising the value of their clients' real estate they provide services throughout the client journey from consulting, research, representation, valuation and the execution of property sales and leasing.

Business Objective

Speedy transformation

As a business in the midst of massive growth, CBRE were losing out on the quality of talent they needed due to a purely reactive recruitment process where roles were filled as they became available.

"We were losing the war for talent because our competitors were getting to people faster than us. We didn't seem to be getting the right quality through and we didn't have control."

Their goals for improvement can be broken down into the following points:

Control – moving away from reactive recruiting in favour of a strategic plan and pipelining talent

Speed – finding and engaging with the best talent before competitors, through gaining insights into their audience and industry

Quality – transforming passive, quality standard candidates' knowledge of the CBRE brand, making people consider CBRE before becoming an active candidate

Cost – Reducing spend as well as massively decreasing the amount of management time, freeing up capacity to source quality candidates

The Solution

A partnership with LinkedIn

Insights through Market Mapping

No longer are CBRE fishing blindly in the ocean, instead they use LinkedIn's Market Mapping to gain insights into where the talent is, who they're working for and whether they're passive or active.

Plan and prepare for growth

Pipelining typical people in the market to approach proactively is not only much cheaper than using traditional recruitment methods but quicker, and requires far fewer resources.

Transform the brand

Becoming a much more social brand, CBRE are now warming up passive candidates and creating an attractive image of the brand all year round. They doubled their LinkedIn follower base in the last 12 months from 8,999 to 18,655 and raised their Talent Brand Index from 13.1% to 27.9%.

The Results

It's all about three key areas: speed, quality and control. LinkedIn is helping CBRE hit all three simultaneously.

Combining complex, but brilliant solutions with "the go-to place to network" has transformed the CBRE brand in just 12 months.

- 100 new, higher quality, direct hires this year alone, freeing up hiring managers time
- Previously recruiting 80% through traditional recruitment methods and 20% word of mouth, CBRE now directly source around 50% of their hires through LinkedIn
- More than doubled their LinkedIn followers in just 12 months
- Increased hires from 280 to 400 in 12 months with ambitions to continue getting the best people and growing organically
- For every £1 spent on LinkedIn, CBRE are saving £3

"It was all about how LinkedIn started warming up our passive candidates. The thing we found was that in real estate CBRE is a sizable brand, but if you do not work in real estate you would never have heard of CBRE and this is something we wanted to change and transform. This is because of the company's aspirations to become world class, to sit among other world class brands on LinkedIn such as Shell and Apple."

What's Next?

The benchmark for globalisation

Looking to the future CBRE are focusing on building global relationships with passive and active candidates. They want to build a strong employer brand that pipelines passive talent and stay on top of the competition and become an employer of choice. These solutions have so far been UK based, but due to the impressive results, this has become a benchmark for CBRE divisions globally.

Advice from Mo

1

Define your vision and the most appropriate platform to achieve it. Focus on a long-term vision, such as building a premier employer brand and using talent direct campaigns, rather than short-term objectives.

2

Really understand what the solutions are and how you can make the most of them to achieve your vision.

3

Create a solid partnership with LinkedIn - open a two-way dialogue allowing them to understand your vision, your business and ultimately achieve this vision.