



Hiring Strategy

Uncovering Hidden Talent Ecosystems

Nick's challenge

Research Program Manager, Nick Brooks, was looking to recruit a number of new cybersecurity professionals to join Microsoft's official Redmond, Seattle campus. Facing a limited pool of candidates, Nick suspected there might be untapped potential in other cities.



The solution

Turning to Talent Insights to support his instinct, Nick discovered a rich talent pool in a city already home to a Microsoft campus.



“

Imagine being able to go to the business and actually provide rational justification, 'Here's what I recommend, and here's why.' ...Credibility is not to be underestimated.”



Nick Brooks

Research Program Manager
Talent Intelligence, Microsoft

The results

Backed by data showing the untapped potential of the new location, Nick was able to gain buy-in from management and begin hiring for the alternate office.

Shifted hiring strategy

investing in a talent ecosystem where business critical skills existed

Saved on time and cost

by cutting research time and eliminating need for relocation

Built credibility with leadership

by sharing data-driven recommendations