



GE Digital

Discovering untapped talent pools in surprising industries

SUCCESS STORY

The [GE Digital](#) Massy, France office needed to hire a highly skilled Solutions Architect who specialized in Supervisory Control and Data Acquisition system tenders (SCADA). The hiring manager had a wish list which specifically required that the new hire come from the same power systems industry. This made finding candidates especially difficult. LinkedIn Talent Insights provided the recruiter with data necessary to reset the hiring manager's expectations and provide strong recommendations which led to a hire.



Gained trust and buy-in from hiring manager

With access to real-time data, the recruiter was able to influence the narrative, offer realistic views into the talent landscape and make recommendations the hiring manager believed in.



Discovered new talent pools in hidden industries

By honing in on the "Industries" tab for talent pools, the recruiter was able to expand her search and find talent in other industries outside her company that both she and the hiring manager never explored before.



Reduced time-to-hire

Hard-to-fill roles usually took months to hire. Talent Insights helped reduce time-to-hire as both the hiring manager and recruiter performed the search in real-time and immediately learned where they should focus their efforts to source the right candidates for the role.



THE CHALLENGE

A complex search with a challenging wishlist

A [GE Digital](#) recruiter, Degnouma "Didi" Diarra, was tasked to find a candidate for a niche role in a niche location. Not only was this a challenge, but the hiring manager had a wishlist for the shortlist of candidates that included specific knowledge within their company's industry as a strong prerequisite.

THE SOLUTION

Breaking the same-industry mindset with data

Didi immediately went to [LinkedIn Talent Insights](#) to plan her strategy. The data confirmed the limited talent pool available for the complexity of the search. Only a handful of candidates in this region would tick all the boxes on the wishlist. She knew she had to set the hiring manager's expectations by sharing the real-time data live during the intake call. Based on the data, she discovered where she should focus her energy and convinced him to interview a pool of top candidates from various industries: Pharmaceutical, Consulting and Telecom. Although these candidates were outside of the team's immediate industry, they had the skills, experience and qualifications needed for the role. The interviews proved successful, with an offer being extended to the candidate who had a background in the pharmaceutical business.

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Talent Insights empowers recruiters to pivot away from opinions to more data-backed decisioning. The skill of uncovering strong clues from LTI data and the discipline to translate them into an action-based approach is an imperative to hiring effectively.



Camille Gatenby

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