



Elevating hiring strategies through data-driven recruiting

SUCCESS STORY

Newell Brands was in search of an effective way to analyze the talent market and uplevel their recruiting strategy, especially for hard-to-fill roles in some of their niche locations. Armed with data provided by LinkedIn Talent Insights, their recruiters were able to develop a sourcing strategy with a more targeted approach, set expectations with hiring managers and reduce time-to-hire.



Improved hiring talent pool targeting

Putting talent pool data first, Newell Brands was able to immediately assess the market and how they were competing, especially for niche roles and locations.



Increased efficiency and time savings

Manual talent market research that once took the team weeks to find, was now accessed instantly with real-time data.



Elevated the role of recruiters

Recruiters now have increased credibility with hiring managers which has resulted in improved business partnerships and better alignment on talent decisions.



THE CHALLENGE

Recruiting for a niche position

A hiring manager at **Newell Brands** was looking to fill a niche role at the company's branch in Norwalk, Connecticut. Senior Manager of Talent Acquisition, Ashley Burns, and her sourcing team suspected that this would be a difficult role to fill, but needed specific market data on talent availability in the area to make a recommendation.

THE SOLUTION

Leaning on data to build a case for internal mobility

Using **LinkedIn Talent Insights**, Ashley immediately discovered that the talent pool was in fact limited in Norwalk and that the role could take months to fill and require additional relocation budget. Equipped with these insights, she instead made a case for internal mobility, looking within the company for an internal hire who was poised for the promotion. She advised the hiring manager to focus on training the employee for the stretch role. The hiring manager agreed and within two days, Ashley extended an offer to the internal candidate. This resulted in a win:win for all parties - a growth opportunity for the internal employee, a qualified, local candidate for the hiring manager, and overall saved time and hiring resources for the company.



With LinkedIn Talent Insights, we're now seen as market experts. It has really helped strengthen our relationships with hiring managers, reducing the company's needs for external agencies.



Ashley Burns

Senior Manager, Talent Acquisition
Newell Brands