



Pursuing excellence: How ISCA attracts and develops a world-class workforce with LinkedIn

Challenge: Finding talent and staying relevant

- As a world-class accountancy body, ISCA knew it had to stay ahead of the curve to remain a workplace of choice. This meant building a strong brand, hiring the right people, and getting its staff trained in the latest skills.
- However, it was not always easy keeping pace with trends in technology, or identifying the most optimal areas for training. Roles which required technical accounting knowledge and other in-demand skills were also difficult to fill.

Solution: A proactive approach to recruitment and learning

- **Reaching Out:** Since adopting LinkedIn Recruiter in 2017, ISCA has been able to tap the platform's large talent pool—filtering potential hires according to skill sets and jobs, as well as reaching out to them directly. It has sped up the hiring process for technical accounting roles. One in 10 new recruits is sourced through LinkedIn Recruiter.
- **Onboarding:** At ISCA, cultivating a mindset of learning begins on day one. All new hires are given a range of LinkedIn Learning courses and videos to complete during the onboarding process.
- **Continuous Learning:** LinkedIn Learning has provided ISCA employees with high-quality, readily accessible courses since 2022, allowing them to learn on the job at their own pace. How to Research and Write Using Generative AI Tools, and High-Stakes Communication, are some popular courses which complement ISCA's development goals.

Accountancy | 100+ employees

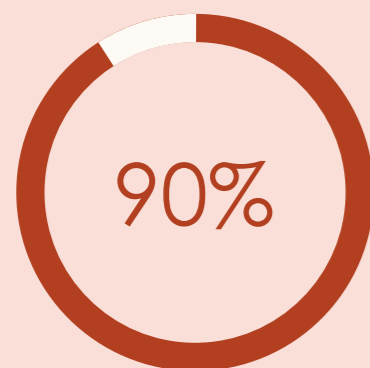
Goal 1: Be a world-class accountancy body of trusted professionals, contributing to an innovative and sustainable economy

Goal 2: Instil a culture of innovation and excellence



Given the rapid changes in the business environment, ISCA talents have to keep pace with developments affecting the interests of the accountancy profession and the ecosystem to stay ahead of the curve to serve our members and the community. Continuous learning and innovation are vital, and LinkedIn Solutions have provided us with the tools and resources for our talents to take ownership of their training and build a dynamic and progressive team."

Fann Kor Chief Executive Officer, Institute of Singapore Chartered Accountants



of staff have engaged with LinkedIn Learning



courses and videos completed since 2022



saved on average hiring time for technical roles

