

# wood.

## Data-driven hiring for the future of the energy sector

### Wood's challenge

The energy industry has been in a period of volatility and transformation over the past 3 years, now moving towards zero carbon goals that have changed the demand for talent. To stay ahead of the competition, as well as to diversify market share, the team at Wood are in search of new talent with diverse skill sets and subject matter expertise in sectors previously not considered as a core part of their workforce. Knowing how to gain access to this talent is vital to the company's journey towards new innovations, emerging markets, and Wood's expanding consulting solutions. With the goal to uncover new talent pools and attracting and recruiting the right people, the Wood resourcing leadership team recognised the need for greater access to marketplace data and insights.



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As part of our talent strategy, LinkedIn Talent Insights helps us make more informed decisions - that allow us to stay at the forefront of what's happening in the marketplace and enabling us to plan our talent attraction strategies and employer branding efforts effectively.”



**Sami Ben-Ali**  
Senior Resourcing Manager,  
Wood

## The results

### Mapping skills and talent

Using the Talent Insights tool helped the team see where potential talent is located geographically, which schools and universities are most likely to produce potential candidates, and mapping skills across different specialties.

### Strengthen and evolve

The team has also leveraged Talent Insights to see how the company measures against their competitors for talent and, ultimately, how Wood can strengthen and evolve their employer brand. Having Talent Insights in place has helped support the team by reinforcing instincts they already have and driving trusted collaboration with hiring managers.

### Building understanding

Lauren puts the success of LTI down to the phased implementation approach, with careful implementation, Wood was able to build understanding then expertise ensuring they saw the full value of the tool.

## The solution

Senior resourcing manager, Sami, and social media manager, Lauren, partnered to implement LinkedIn Talent Insights to apply data-driven decision making to their hiring and talent attraction process. It has now become a core element of the company's talent planning roadmap. Working in harmony with other LinkedIn products, LTI has empowered the team to act strategically in finding the most qualified candidates in both proactively sourcing and media led campaigns.

Lauren and Sami planned a 4-step implementation process, giving access and training to users in groups across the company. Step 1 was the HR and recruitment leadership, Step 2 Business unit leaders, Step 3 recruiters with niche or hard to fill roles, and Step 4 the remainder of the recruitment team. The focus was on understanding the value and being able to articulate the usage reasons, then learning the various user cases and once that base understanding was there, building expertise on usage. Alongside implementation with various teams, Lauren and Sami were also able to immediately use the tool to help focus media campaigns, ensuring they were targeting ads to the right audiences and maximising their ROI.



“ Adopting Talent Insights also allows us to be agile and move with an ever-changing market with powerful data in real time whilst enhancing and adding credibility to the already impressive knowledge of our global recruitment team.”

Lauren Allen , Social Media Manager, Wood