



Size: 37,000 employees globally
Industry: Engineering, Construction and Infrastructure
Description: We engineer projects that will help societies thrive for lifetimes to come.

Engineering a Gender-Balanced Talent Pool

WSP Uses LinkedIn Talent Solutions to Attract and Retain Female Professionals

Diversity and inclusion are vital building blocks of any workforce. For WSP, one of the world's leading engineering professional services consulting firms, a focus on improving the gender balance of its workforce in ANZ has seen the company bring a fresh perspective to this challenge.

With an objective to attract and retain more female professionals, WSP's **#engineeredHERway** campaign was born.

Launched in 2016, the campaign profiles one WSP female employee each week and celebrates personal and professional achievements. The candidates are selected from across the business spanning all professions and various levels of seniority.

The stories also bring WSP's guiding principles to life:

'We value our people and reputation.'

'We are locally dedicated with international scale.'

'We are future-focused and challenge the status quo.'

'We foster collaboration in everything we do.'

'We have an empowering culture and hold ourselves accountable.'

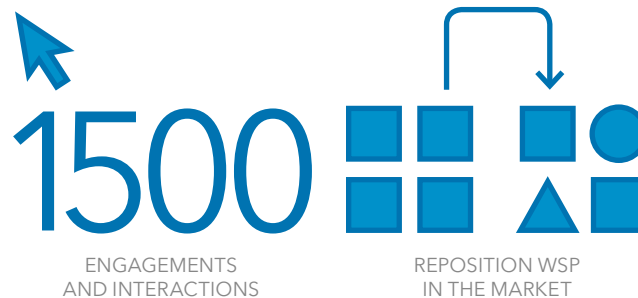
In a traditionally male-dominated industry, the challenges of attracting more female professionals (i.e. engineers, scientists, planners, technicians, environmental specialists and program managers) is something most professional services firms are facing.

#engineeredHERway was supported by Guy Templeton, President & CEO ANZ and developed by Kate Volcov, Director Brand, Marketing and Communications ANZ and Siobhan Savage, Head of Talent & Major Project Executive at WSP.



"There's no other tool that lets you target your demographic so accurately. I see LinkedIn as an extension of my digital strategy team."

Siobhan Savage,
Head of Talent & Major Project Executive, WSP



Highlights



WSP uses LinkedIn Talent Solutions to build engagement with a network of inspiring female engineers.



More than 1500 females interacted with the initial campaign, which helped to reposition WSP as a diverse and inclusive employer.

Lessons learned

- 1 "There's no other tool that lets you target your demographic so accurately. I can track who opened our content, where, and break down the data."
- 2 "It's cost-effective. LinkedIn is not that expensive if you're smart on how you target."
- 3 "It's important to build a relationship with your LinkedIn team. It's a core to making your ideas a success, and I really value my relationship with them."

Results



32 internal referrals received.



1500+ females engaged with the campaign.



WSP repositioned its approach to gender balance and in turn the industry's perception.

Using Sophisticated Targeting Options to Engage a New Audience

Siobhan Savage, WSP's Head of Talent & Major Project Executive, joined WSP in Australia in 2011.

She says, "WSP likes to challenge the status quo. As a firm, we have an appetite for questioning today and changing the landscape."

Gender diversity was one such challenge. "We wanted to improve the gender balance in our ANZ business - not just in HR, marketing and legal, but also in engineering roles," says Siobhan. "You get a much better outcome when you have a diverse group of people trying to solve problems. These days, our clients expect it."

Given that there aren't a lot of female engineers in the industry, WSP turned to LinkedIn Talent Solutions for answers.

"I told the LinkedIn team that we needed to attract more females to our company, so that our shortlists could be more gender-balanced. In short, the more females interviewed, the more likely that the successful candidate would be a female."

What Siobhan didn't realise was the sheer range of targeting options available with LinkedIn. One of those is to target by gender, as well as industry. She sat down with the LinkedIn team to map out a strategy of sponsored ads and content targeted to female engineers.

"There's no other tool that lets you target the selected demographic so accurately," adds Siobhan. "I can track who opened our content, where, and break down the data. LinkedIn isn't just selling me a suite of products, I see the company as an extension of my digital strategy team."

The **#engineeredHERway** campaign launched as a four-week program. Existing female staff were asked for their stories, and the results launched under the hashtag **'#engineeredHERway'**. Ads and content were targeted at specific groups and shared through sponsored ad campaigns.

The results? "More than 1,500 female interacted with our company by liking, sharing on commenting on our company page, as part of the campaign," says Siobhan. "They might not be ready to move yet, but they want to keep in contact. We now have a pool of female talent engaged with us who may never even have heard of us before."

The initial four-week campaign has turned into an ongoing program. "LinkedIn has been outstanding," Siobhan says. "The best results we could get."

Discover LinkedIn Talent Solutions

[LinkedIn Recruiter](#)

[LinkedIn Job Slots](#)

[LinkedIn Career Pages](#)

For more on LinkedIn Talent Solutions:
business.linkedin.com/talent-solutions