



Hiring Strategy

# Uncovering Hidden Talent Ecosystems

## Nick's challenge

Research Program Manager, Nick Brooks, was looking to recruit a number of new cybersecurity professionals to join Microsoft's official Redmond, Seattle campus. Facing a limited pool of candidates, Nick suspected there might be untapped potential in other cities.



## The solution

Turning to Talent Insights to support his instinct, Nick discovered a rich talent pool in a city already home to a Microsoft campus.



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*Imagine being able to go to the business and actually provide rational justification, 'Here's what I recommend, and here's why.' ...Credibility is not to be underestimated.”*



Nick Brooks

Research Program Manager  
Talent Intelligence, Microsoft

## The results

Backed by data showing the untapped potential of the new location, Nick was able to gain buy-in from management and begin hiring for the alternate office.

### **Shifted hiring strategy**

investing in a talent ecosystem where business critical skills existed

### **Saved on time and cost**

by cutting research time and eliminating need for relocation

### **Built credibility with leadership**

by sharing data-driven recommendations