

SUCCESS STORY

MICROSOFT USES TALENT INSIGHTS TO SHIFT HEADCOUNT TO SATELLITE OFFICE

When looking to recruit a sizable number of cybersecurity professionals, Microsoft initially planned to hire them in the company's Redmond headquarters. However, Research Program Manager, Nick Brooks, believed there were other cities with larger ecosystems of talent. Using LinkedIn Talent Insights, Nick was able to identify a talent-rich location where Microsoft had a small office. By sharing this valuable insight, the team was able to justify their recommendation to place headcount in that city. This hiring strategy was approved by leadership and Microsoft is now actively hiring and expanding their team there.

IMPACT

INFORMED HIRING STRATEGY	Using insights on talent supply and demand, Microsoft picked an unexpected but talent-rich office location for its cybersecurity headcount
COST AND TIME SAVINGS	Microsoft was able to hire where the best talent resides and save on relocation and compensation costs. Additionally, Nick's team saved time identifying desired talent pools which used to be a very manual process
BUILT CREDIBILITY	By being able to justify their recommendation to the business, the team has built credibility, commanded more respect, and become a more trusted advisor

“LinkedIn Talent Insights enables us to open up the conversation between Talent Acquisition and business leaders to build the right strategy and optimize hiring decisions.”



NICK BROOKS
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