

Gaining valuable insight: AlphaSights details how LinkedIn Talent Solutions' full suite of products has influenced their decision-making process, increased employee engagement, intensified headcount growth, and encouraged employees to take responsibility for their own professional development.

Success story

Since their inception in 2008, AlphaSights has been busy sourcing knowledge experts for a growing list of clients -- top-tier professionals in private equity, investment funds, management consultancies, and corporations. So, what does a global leader in knowledge on-demand do when they need to further their own development and find their own experts to draw upon?

With over 1,500 employees operating across nine offices in the US, EMEA, and Asia, AlphaSights understood the importance of finding the right partnership to strengthen recruitment efforts, learning & development (L&D) offerings, and employee engagement capabilities. AlphaSights knew they could turn to LinkedIn for help on all fronts.



Challenge

Achieving aggressive growth plans

AlphaSights understood that to achieve ambitious growth, they had to continue attracting and retaining top talent – at a rapid rate. This required a massive investment in tools that could help them understand their employees’ and candidates’ needs.

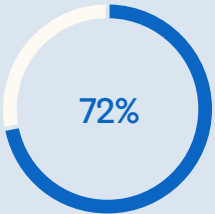
Specifically on the recruitment side, the challenge to scale efforts meant AlphaSights needed a trusted platform to help enable their recruiters in an already competitive market. On the L&D side, AlphaSights needed a partner to help upskill their ever-growing teams through self-directed learning methods. It was vital to find a solution that would support the company both from the talent attraction lens and the employee engagement lens.

Solutions

Helping power the decision-making process

AlphaSights turned to LinkedIn and adopted a suite of LinkedIn Talent Solutions products, including LinkedIn Recruiter, Glint, and more recently LinkedIn Learning. Each of the three products provide valuable data that AlphaSights uses to make informed decisions regarding their talent strategies. For example, Glint gives AlphaSights’ leaders a real-time pulse on how employees feel across a variety of topic areas which enables leaders to focus on the most impactful initiatives.

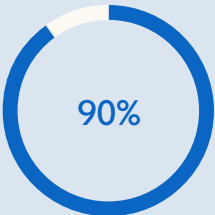
Results



Embracing knowledge

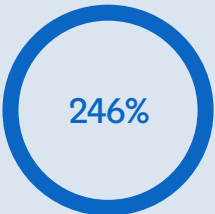
72% of employees activated their licence in the first month (99% activation by month 6)

Over 10,000 LinkedIn Learning videos completed



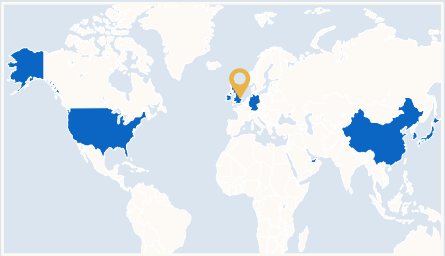
Engaged workforce

90% of employees participate in employee engagement surveys



Hiring talent at scale

In the past 12 months, Alphasights have increased their direct hires via LinkedIn by 246%



Headquartered in London, AlphaSights operates from nine global offices in the US, EMEA, and Asia

Tara Johnson, Director, Global Lateral and Technical Recruitment at AlphaSights, explained: “Glint is one tool we use to stay informed about what employees within the business are asking for. Knowing this enables us to set goals for the global leadership team and localised functions. It empowers our teams to come up with ideas and set specific objectives and key results.” According to Tara, valuable feedback is incredibly powerful, and has changed the way the business approaches many elements, such as L&D. She continued: “We carry out employee engagement surveys each year, and they provide us with insight into key areas that we need to focus on. For example, most recently, data along with employee comments showed that we needed to focus even more on professional development and L&D opportunities. As a result, we decided to onboard LinkedIn Learning to help support our employees’ continuous growth journeys.”

Sharing high-level insight and takeaways with stakeholders

Bee Hindocaha, Global Director, Brand and Communications at AlphaSights, is responsible for internal and external comms. She explained that Glint is used to measure employee sentiment and that she leans heavily on LinkedIn’s data dashboards for deep analysis.

Bee said: “Glint’s advanced analysis capabilities reduce manual work, helping us uncover valuable takeaways faster.”

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Glint is one of the tools we use to inform us about what employees within the business are asking for. Having access to this information enables us to set goals for the global leadership team and localised functions.”



Tara Johnson

Director, Global Lateral and
Technical Recruitment at
AlphaSights

Benefits

Engaged employees bring their voices to work

Glint's customer success manager partnered with AlphaSights to help establish fluency of Glint's methodology and interface. AlphaSights also drew upon Glint's question bank to source relevant and thought-provoking questions.

Bee continued: "Our surveys receive high participant rates - around 90 percent of employees complete the survey. Our senior leaders encourage employee participation, and we encourage our managers to discuss results with their team and create action plans in a timely manner."

Tara explained that "employees are encouraged to provide both upward and downward feedback to continue growing the firm." This mantra engages our employees by making them more likely to voice their thoughts. This is a critical element of why we're one of the best companies to work for.

As a result of employee feedback over the past 12 months, AlphaSights has rolled out a no-meeting day every month, a new hybrid working model, and a firmwide long-term incentive program that offers employees bonuses based on company growth.

Positioned as an employer of choice

In the last 12 months, AlphaSights has significantly increased its total hires. LinkedIn's Hiring Enterprise Programme has been one of the tools utilised by recruiters at the company. In addition, the AlphaSights brand and communications team uses Glint data to continue improving employee experience and better position the organisation as an employer of choice.

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We really view LinkedIn as a thought partner. We closely collaborate with them on logic and strategy – often solving problems together.”



Bee Hindocha

Global Director, Brand
and Communications at
AlphaSights

Meeting learning goals

AlphaSights received feedback that employees wanted more learning opportunities so they turned to LinkedIn Learning to offer each employee the chance to customise and take control of their learning experience. Professional development, a core pillar of AlphaSights' employee value proposition (EVP), is especially important to the many university graduates the firm hires. Gina Lin, Director of Professional Development at AlphaSights, believes that the company's adoption of LinkedIn Learning has greatly enhanced the EVP.

Gina explained: "We received a lot of feedback from our employees about wanting access to external training resources to supplement our internal training curriculum. LinkedIn Learning seemed like the perfect match because of their robust set of courses across a range of topics, many of which are highly relevant for our employee population."

According to Gina, it was critical for AlphaSights to find a tool that would make learning accessible while placing an emphasise on continuous learning and development. She continued: "We have a high-performance culture and we want to put learning in the hands of our employees. LinkedIn's content can be broken down into 2-5 minute videos which really drives forward the micro-learning behaviours we are encouraging."

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Self-directed learning is a key objective for the firm and we acknowledged that we needed a product that employees could customise to their unique learning needs”



Gina Lin

Director of Professional
Development at
AlphaSights

AlphaSights wishes to move towards a framework of monthly learning challenges to build on the great momentum they’ve already seen with the platform. LinkedIn Learning was only introduced to AlphaSights employees in September 2021. In just one month, 72% of employees activated their LinkedIn Learning license. In four months, that figure increased to 98% -- the highest activation rate LinkedIn has seen from a company of this size. What’s more, employees have completed more than 10,000 videos. Clearly, employees value access to high-quality learning content and are embracing the freedom to focus on professional development.

In sum, AlphaSights has built a culture where personal and professional growth are highly valued. As a result, working with platforms such as LinkedIn helps their people consistently push each other to succeed and achieve great things together.

Bee concluded: “We really view LinkedIn as a thought partner. We closely collaborate with them on logic and strategy – often solving problems together.”

[Learn more about LinkedIn Talent Solutions](#)

[Learn more about LinkedIn Learning](#)

[Learn more about Glint](#)

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We’ve always invested massively in the development of our people from Day 1. We truly believe in a self-directed learning environment where each person is in the driver’s seat for their own development. To support this approach, alongside our robust in-house development curriculum, we wanted to provide on-demand access to the best learning resources in the world and a digital learning platform (LinkedIn Learning) was the best choice to achieve those goals.”



Sean Corrigan
 COO at AlphaSights