



# Building a Case for Hiring Success

Mo Karim  
Head of People Transformation EMEA

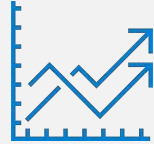
# What We Do



# Company Profile



**20,000**  
EMPLOYEES



**€ 3B**  
ANNUAL REVENUE

***We are a leader in global real estate offering comprehensive services to investors, property owners, tenants and developers around the world.***

# Scope of Project: EMEA Country Coverage



- 
- UK
  - France
  - Germany
  - Poland
  - Netherlands
  - Ireland
  - Belgium
  - Spain
  - Denmark
  - Finland
  - Czech Republic

## Objectives

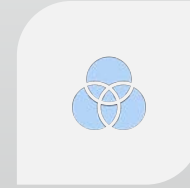
- 1 Reduce reliance on hires by external agencies to take control of budget and brand
- 2 Meet Colliers' growth targets by increasing annual hiring
- 3 Reduce hiring time to get talent in the door on demand

# The Opportunity

It starts with  
the CEO...



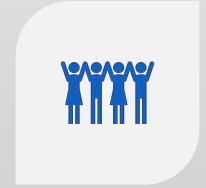
HOW WE ARE DOING  
THINGS TODAY AND  
THE RESULTS



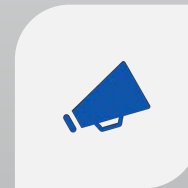
HOW DO WE  
COMPARE TO  
COMPETITORS



HOW THIS  
SUPPORTS BUSINESS  
STRATEGY TO GROW



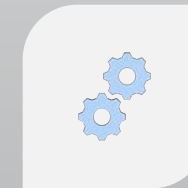
HOW WILL WE  
ATTRACT THE BEST  
TALENT



WHAT DOES THIS DO  
TO THE BRAND



WHAT INVESTMENT  
WE NEED



WHAT ARE THE  
COMPONENT PARTS  
INVOLVED



What's the operational impact on how we do things today



How does the technology impact productivity and performance



What are the stages of implementation and the project plan



Who else needs to support

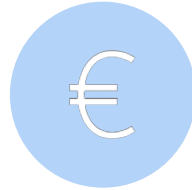


How to we communicate what we are doing and key milestones

The letters "COO" in a large, bold, sans-serif font, positioned on the right side of the slide. The background behind the text is a light gray area with a blue and black diagonal stripe.



Cost!



What do we spend today and what will we spend if we do nothing



Is there an opportunity for financial ROI



Agreeing the KPIs to measure

CFO



# Action 1

- **In-house Talent Acquisition Team** starting with
  - Talent Acquisition Director to lead (get the best to hire the best)
  - Country based teams size and shape of which will evolve over time
  - Work with hiring managers to determine best approach, establish needs and apply regular market insights for strategic hiring
  - Manage the candidate experience from sourcing to offer - process



## Action 2

- **SmartRecruiters Applicant Tracking System (ATS)** is the core piece of technology, the benefit to us and the recruiter is:
  - Drive up qualified pipeline of candidates
  - Analytics optimizing each step of recruitment process
  - Increase recruiter productivity
  - Harness employee referrals
  - Manage and make internal mobility much easier
  - Improve employer brand perception
  - Improve hiring manager engagement and productivity
  - Optimize recruitment advertising and actively and intelligently manage spend
  - Will be administered by the TA team and be accessed by hiring managers

# Action 3



LinkedIn's vision is to create economic opportunity  
for every member of the global workforce



**610M**  
Members



**50K**  
Skills



**30M**  
Companies



**20M**  
Jobs



**84K**  
Schools

637 new data points are created every 2 seconds, fueling our **Economic Graph**.  
This vast network of data enables *you* to be more successful on LinkedIn.





Driving **higher performance from agencies**

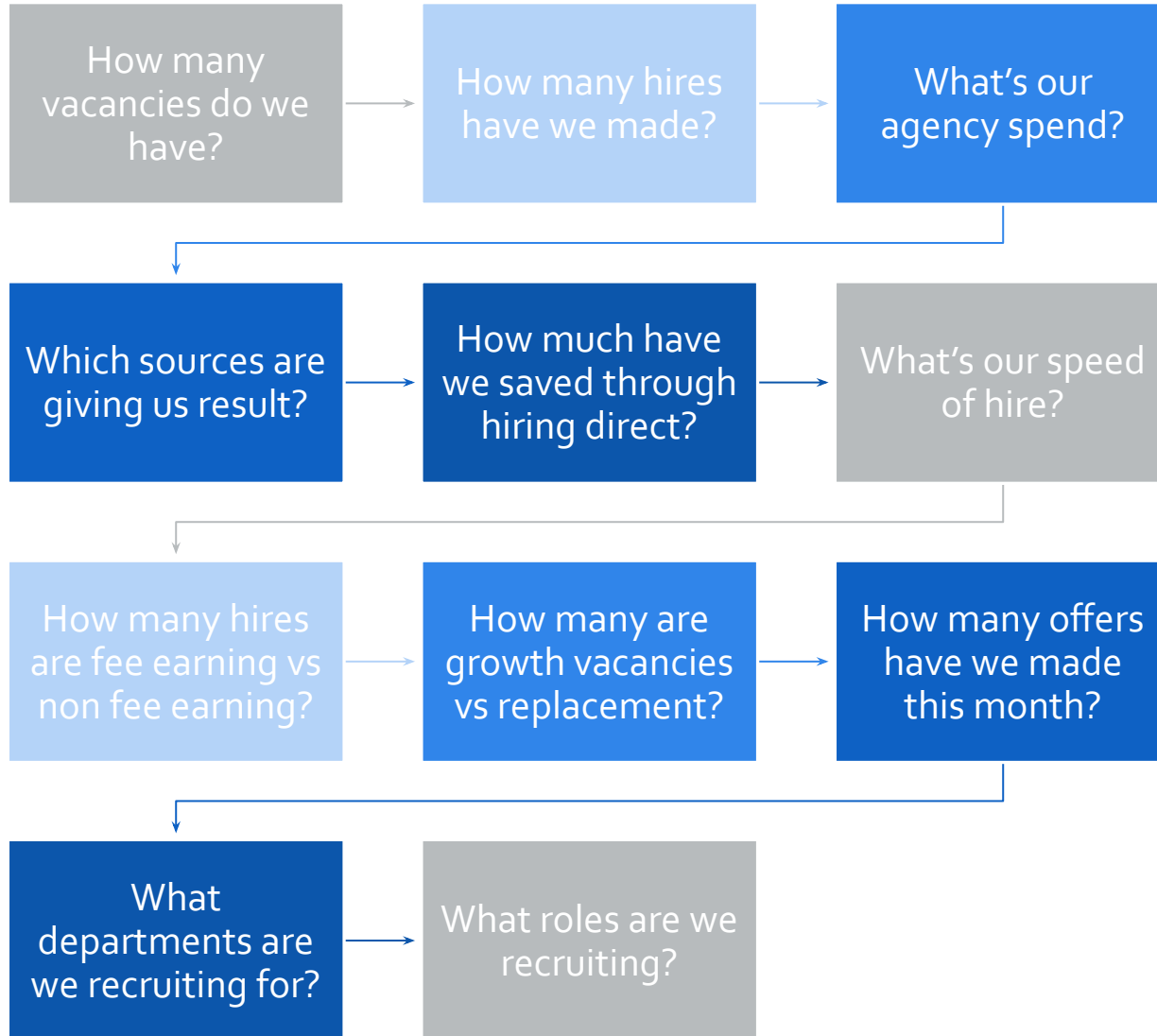


EMEA wide PSL working with trusted providers with standardized rates

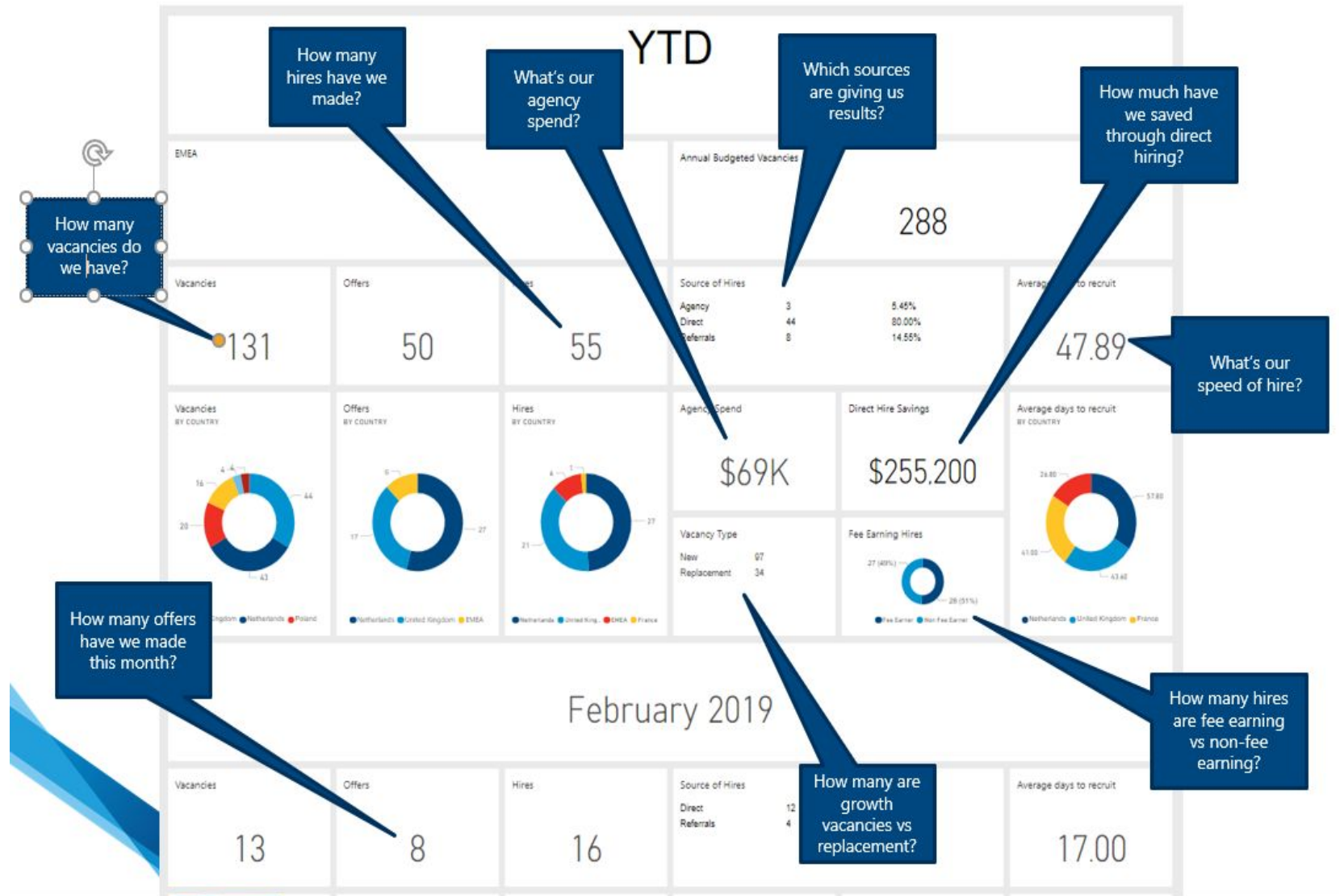


Bi-monthly meetings with TA Director to measure performance against KPIs (to be set) and feedback from hiring managers

## Action 4



**Questions  
we *CAN*  
now  
answer**



# What this has *enabled* us to do



Proper workforce  
planning



Budget  
management



Leverage talent  
pools



Campaigns and  
social strategy



Next Generation  
programmes



Grow our business



Invest in the sources  
that give best results

## Objectives

- 1 Reduce reliance on hires by external agencies to take control of budget and brand
- 2 Meet Colliers' growth targets by increasing annual hiring
- 3 Reduce hiring time to get talent in the door on demand

## Results

-  **Dependency on external agencies reduced from 80% to 5% of hires** in the first year
-  **Annual new hire volume increased by 47%**, meeting company growth targets
-  **Hiring Velocity** (number of roles filled on time) **increased by 41%**

15,000 Applicants

1,000 Interviews

230 Hires

# In Summary



My top tips!

- Understand your stakeholders
- Understand the business
- Use business tools – PEST and SWOT
- Make it easy
- Make it fast
- Use multiple channels
- Internal talent pool matters too



Join Email List »

View Saved Properties »

Change Location »

English (United Kingdom) »

EMEA :

Search [magnifying glass icon] [dropdown arrow icon]

RESEARCH

SEARCH PROPERTIES

EXPLORE OUR SERVICES

MEET OUR EXPERTS

SHAREHOLDERS

ABOUT

# Colliers EMEA

Our spirit of enterprise in action

## So, Why Colliers?

<https://youtu.be/qfoptz6pggM>



### We are enterprising

Watch the video now



### THE FLEXIBLE WORKSPACE OUTLOOK REPORT 2019

EMEA

### Flexible Workspace

Click to read the Flexible Workspace  
Outlook Report 2019



### Colliers International acquires affiliate in Sweden

Adding another company-owned  
operation to the Nordic Region  
strengthens platform in Europe



### EXCEEDING BORDERS

### The Fashion Sector in the CEE- 14 Countries

Who are the main players in the  
fashion retail sector in CEE? Which  
recent fashion debuts have made a  
splash?

