

Creating a Category: From Customer Success to Hiring Success



Carol V. Mahoney

Chief People Officer
Gainsight
@carolmahoney



Talent Acquisition was my “happy place”



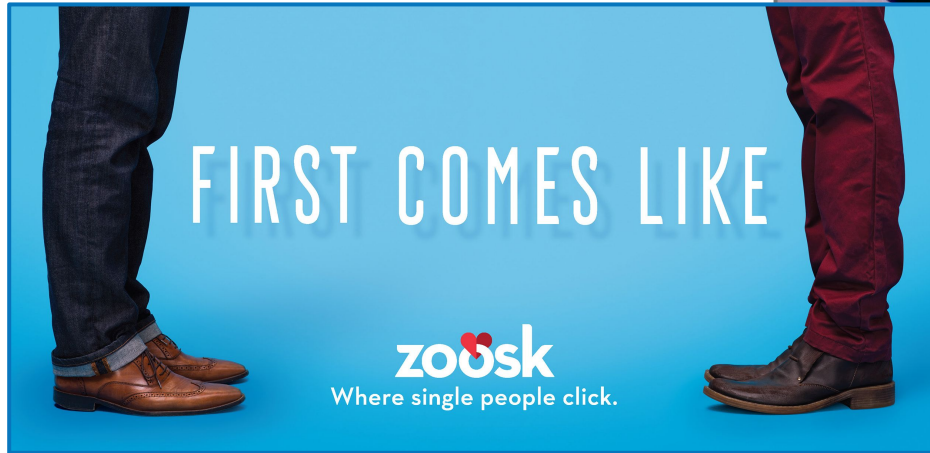
intuit



YAHOO!



A new perspective



Gainsight

OUR PURPOSE

To be living proof you can win in business while being human first.

**GOLDEN
RULE**

**CHILDLIKE
JOY**

SHOSHIN

**SUCCESS
FOR ALL**

**STAY
THIRSTY**





2011-----

POWER OF CHOICE

-----2020

CUSTOMER SUCCESS IS MORE THAN 😊

CS

Customer
Success

=

CX

Exceptional
Experiences

+

CO

Desired
Outcomes

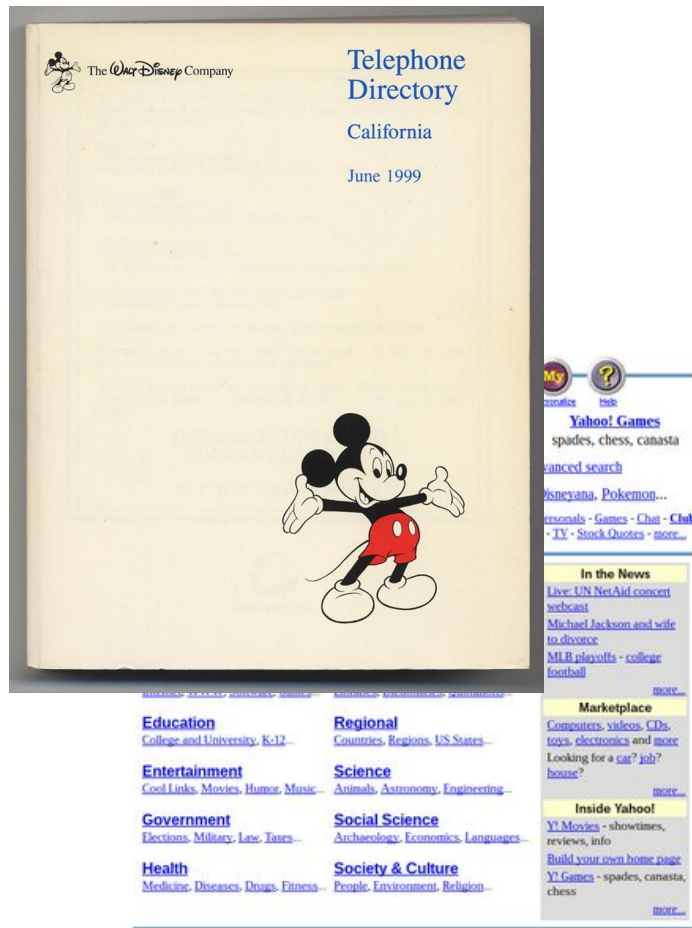
A blue-tinted photograph of an office environment. In the foreground, a man is seated at a desk with a laptop, facing away from the camera. In the background, a group of people is gathered around a table, engaged in a meeting. Some are looking at laptops, while others are talking. The office has large windows, potted plants, and framed posters on the wall. The overall atmosphere is professional and collaborative.

Evolution of the Recruitment Function – Hiring Success



Personnel VS The Headhunter

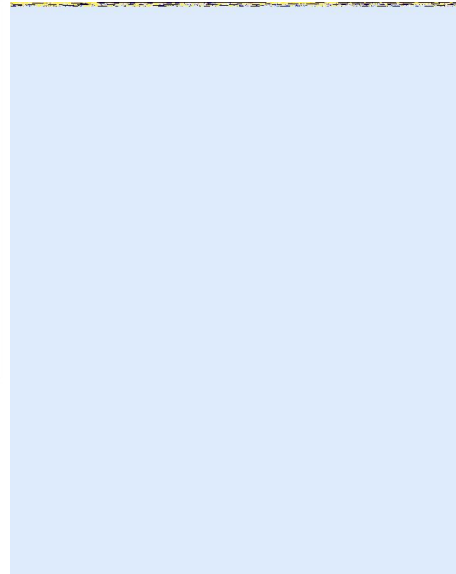
The "Hired Gun" is born



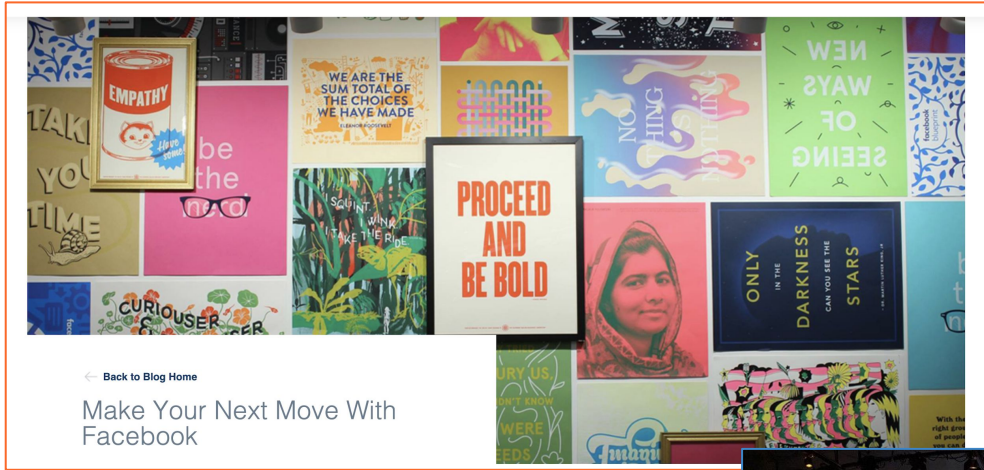
The dotcom era brings on the war for talent



Where are they? Technology to the rescue



Differentiating to engage “future hires”



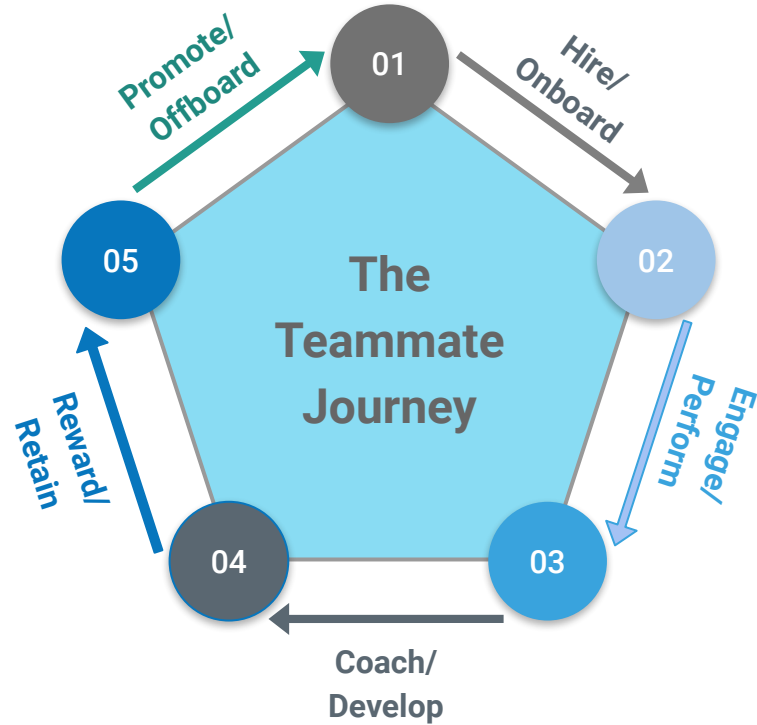


The next chapter: Teammate Success

ADO (After Day One): from hire to teammate



The teammate journey: get curious



Nurture the teammate pipeline

Beyond posting and candidate experience

Internal Personas



Adventurer



Connector



Mentor



Go-Getter



Diversity and Inclusion



Diligence and Innovation



Reduce Bias

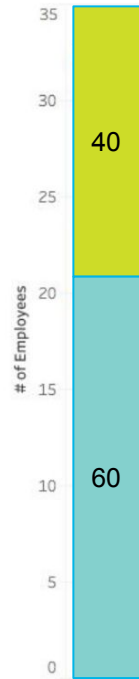
- Embrace standardization
- Push for data-driven feedback

Get Creative

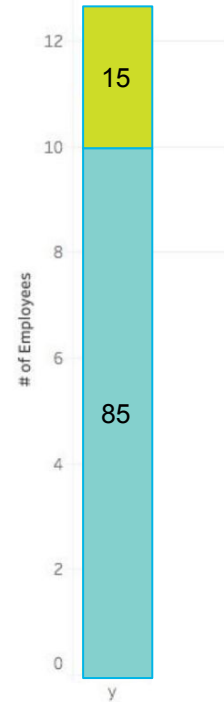
- TRGs (Teammate Resource Groups)
- Sourcing for the win

Promotional Opportunities

Employee Make up



Promoted

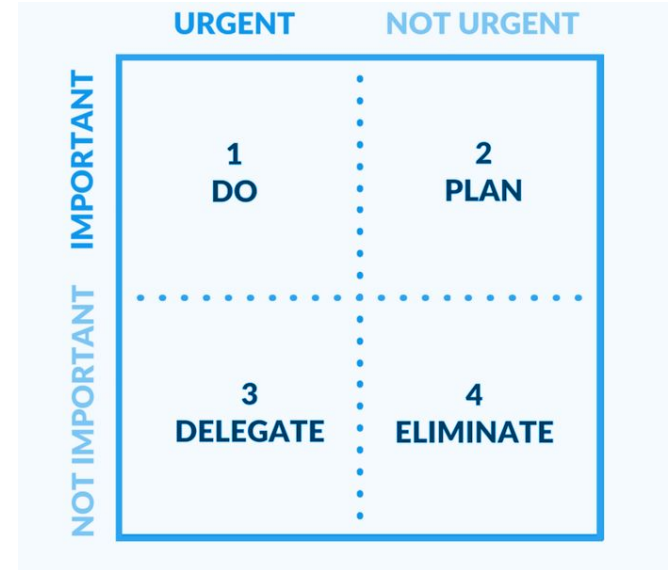


How the he!! will I find the time???



Innovate and get out of the way

- Streamline process
- Reduce phone screens
- Consider pre-employment testing
- Outsource



4 things to try

1. Teammate Journey: how does it work at your company

- a. In general, what's going well; what's not?
- b. How are your hires doing? Track them!

2. ADO: insert yourself into the teammate journey IRL

- a. Exits
- b. Performance coaching
- c. Cultivate internal pipeline - personas

3. D&I: embrace and promote your program

- a. Standardize requirements -- ensure they flow-through the journey
- b. Cultivate resource groups: involve them in recruiting
- c. Analyze how hires are faring on the journey

4. Make time: declutter, shed, simplify

- a. Smart prescreening - reduce phone screens
- b. Cede control, insert influence



A blue-tinted photograph of an office environment. In the foreground, a man is seated at a desk with a laptop, facing away from the camera. In the background, a group of people is gathered around a table, engaged in a meeting. A man is seated at a desk in the distance, working on a laptop. The office has large windows, potted plants, and framed posters on the wall. The overall atmosphere is professional and collaborative.

Re-define the category from
recruiting to “Hiring Success”