



BUILDING & MANAGING DYNAMIC TALENT POOLS

Inner Circle (ICC) has grown rapidly as a project and management consultancy, specialising in corporate transformation, regeneration and social care. To meet the new demand they required exceptional recruitment standards to attract and hire from the highly networked urban regeneration sector. Our objective was to build awareness of the organisation in order to make a large number of exceptional hires from a small pool of candidates, in a sector that is very relationship driven.

SOLUTION HIGHLIGHTS

- **BUILDING AN ENGAGED TALENT POOL OF NICHE PROFESSIONALS**
- **RAISING AWARENESS OF EMPLOYER BRAND**
- **DELIVERING ENGAGING, TAILORED CONTENT AND EVENTS**
- **ENGAGING PASSIVE CANDIDATES**

Case Study: Inner Circle Consultancy



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SCOPE & SCALE

ICC is a project & management consultancy, delivering programme management, property consultancy, change management, strategy development and strategic advice to organisations involved in corporate transformation, regeneration, construction, education, social care and health.

Having achieved significant business success year after year, Inner Circle needed to substantially increase headcount. In particular, they required assistance to hire more specialists with niche skills.

SITUATION

Growing any business with exceptionally high recruitment standards can be challenging. Doing this in the highly networked urban regeneration sector is very difficult, as the talent pools are small and mostly sit client side.

Our challenge was to build awareness of ICC and make a large number of exceptional hires from a small pool of candidates, in a sector that is very relationship driven with long tenure rates.

SOLUTION

PeopleScout identified & mapped relevant professionals and invited them to join a talent pool where they would receive personalised content. We segmented the audience into four cohorts and created a content matrix that delivered bespoke information designed for these different groups.

To support the talent pooling process, we built a 'Register-Your-Interest' portal that captured those candidates' details who wanted to receive ICC's monthly insights.

These newsletters had aligned content hubs which hosted all ICC thought leadership, employee testimonials and job vacancy content. We then periodically shared 'call to action' emails that alerted the talent pool to relevant new jobs and engagement events. This resulted in driving applications to create a robust pipeline of fully engaged consultant talent.

RESULTS

- Created a diverse talent pool of over 80 interested candidates
- Held two live engagement events with high attendance levels
- Alongside targeted Recruiter activity we produced a social media campaign which helped to introduce multiple candidates into the talent pool while delivering over 32k page impressions
- 20 candidates applied for roles
- Multiple senior appointments were made



"...the PeopleScout team quickly got to grips with ICC and understood the type of people who'd thrive in our culture. They delivered a personal service & built us a talent pool of high quality people who've become ICC advocates – and some of them new hires..."

Jamie Ounan, Director, Inner Circle Consulting

