Microsoft

Microsoft uncovers hidden talent ecosystems.

SUCCESS STORY

Microsoft was planning to hire cybersecurity professionals to work at its headquarters location but was not able to find quality talent in the area. Using LinkedIn Talent Insights, Research Program Manager Nick Brooks discovered a pool of talent near another Microsoft office and recommended the company place headcount there instead, saving on relocation and compensation costs.

Shifted hiring strategy

Using Talent Insights data on talent supply and demand, Microsoft picked a talent-rich existing office location for its cybersecurity headcount.

Saved on time and cost

Hiring where the talent already resides, Microsoft saved on relocation and compensation costs. And Nick's team saved time spent identifying desired talent pools.

Built credibility with leadership

By being able to justify their recommendation, the team has commanded more respect and become a more trusted advisor.

THE CHALLENGE

Finding talent where it's needed

Nick Brooks was tasked with recruiting a number of new cybersecurity professionals to work at Microsoft's headquarters in Redmond, Washington. Facing a limited pool of candidates in Redmond, Brooks had a hunch there might be untapped potential in other cities.

THE SOLUTION

Allocating headcount where candidates live

Turning to **LinkedIn Talent Insights** to support his instinct, Brooks discovered a rich talent pool in a city already home to a Microsoft office. This valuable data helped the team support their recommendation to place headcount in that city rather than Redmond. This new hiring strategy was approved by leadership and Microsoft is now actively hiring and expanding the team without incurring relocation and additional compensation costs.

Learn more

> "
> Imagine being able to go to the business and actually provide rational justification: 'Here's what I recommend, and here's why.' Credibility is not to be underestimated.

Nick Brooks
Research Program Manager, Talent Intelligence
Microsoft