

# A Fortune 40 Case Study

## REVOLUTIONIZING RETAIL HIRING



### PROBLEM:

Increase the number of hires to meet seasonal demands & reduce the time it takes to fill vacant positions.

### TOP THEMES:

- Friendly competition & collaboration among Regions
- Optimization of hiring processes
- Increased communication & effectiveness among team
- Increase associate engagement

### SOLUTION:

- 90-day competition among regions
- Detailed communication plan to include digital scoreboards, weekly updates emails, & chat feature to share best practices
- Recognition strategy to include digital badges for peer-to-peer recognition & weekly report out of Region winners and individual winners

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### INTRODUCTION:

A leading Fortune 40 retail organization faced the perennial challenge of ramping up hiring efforts to meet the seasonal demand, particularly during the bustling summer months. With high-volume hiring needs across their retail stores, the Talent Acquisition team, comprising over 250 dedicated professionals, sought to streamline the hiring process, increase the number of hires, and reduce the time to fill vacancies. To address this challenge head-on, they devised an innovative 90-day competition aimed at fostering collaboration, efficiency, and results-driven performance.



### OBJECTIVE:

The primary objective was twofold: to significantly increase the number of hires to meet seasonal demands and to reduce the time it takes to fill vacant positions. By leveraging the competitive spirit and collective efforts of the regional teams, the organization aimed to optimize its hiring processes and enhance recruitment outcomes.



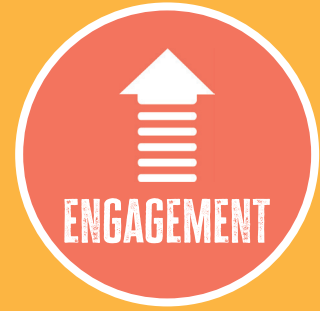
### STRATEGY:

The organization initiated a 90-day competition among its regions—East, South, and West—to stimulate hiring efforts and drive results. The competition framework focused on empowering leaders and associates to take proactive measures in sourcing, recruiting, and presenting qualified candidates to Hiring Managers.



### OUTCOMES:

The competition yielded remarkable results, with a 39% increase in the number of hires achieved within the 90-day period. Additionally, the time to fill a job decreased by one day, demonstrating significant improvements in recruitment efficiency. The collaborative efforts of the regional teams not only met the seasonal hiring needs but also optimized the hiring process for future endeavors.



## IMPLEMENTATION:

### **Regional Competition:**

The competition structure pitted the East, South, and West regions against each other. Teams were tasked with increasing the number of hires within their respective regions while maintaining a high standard of quality.

### **Weekly Commitments:**

Leaders and associates committed to specific actions each week aimed at sourcing, recruiting, and presenting potential hires to Hiring Managers. This approach ensured a consistent and focused effort throughout the duration of the competition.

### **Communication & Recognition:**

Weekly communications were disseminated to share progress updates, highlight top-performing regions, and recognize individual achievements. Digital badges were awarded to recruiters who demonstrated exceptional success, fostering a culture of recognition and motivation.

### **Digital Dashboard:**

The organization developed a digital dashboard to provide real-time visibility into the competition results. The dashboard featured a scoreboard of regional performance, weekly reports to identify areas requiring attention, and a chat feature for sharing best practices and fostering collaboration among teams.

### **Consistency and Persistence:**

Through sustained effort and unwavering dedication, the Talent Acquisition team remained steadfast in their pursuit of quality hires. They focused on delivering results while adapting strategies to address evolving recruitment challenges.

## CONCLUSION:

This case study exemplifies how a Fortune 40 retail organization, by harnessing the competitive spirit and collective expertise of its Talent Acquisition team, successfully transformed its hiring practices. The 90-day competition not only generated substantial increases in hiring volume but also streamlined recruitment processes, resulting in tangible improvements in efficiency and effectiveness. By fostering a culture of collaboration, recognition, and continuous improvement, the organization positioned itself for sustained success in meeting its high-volume hiring needs amidst seasonal fluctuations in demand.