

CASE STUDY

Transforming Talent Acquisition: A Holistic Approach with TÜV Rheinland



TÜV Rheinland, a renowned international provider of testing, inspection and certification services, recognised the crucial role that leaders play in attracting, selecting, and retaining top talent. To address this challenge, TÜV Rheinland partnered with CLP to develop a comprehensive programme focused on enhancing the hiring competency of its leaders.

TÜV Rheinland boasts a diverse portfolio of over 2,500 services, ensuring quality, safety and efficiency across various products and services. Founded nearly 150 years ago, TÜV Rheinland has evolved into one of the world's leading testing service providers. Boasting over 22,500 employees and annual revenues of approximately 2,2 billion euros, it is committed to excellence in all aspects of business and life to make the world safer and more efficient.

The Challenge

Recognising that recruiting is no longer solely the responsibility of the human resources department, TÜV Rheinland aimed to empower its leaders to take an active role in attracting and selecting top talent. The challenge was to create a programme that would equip leaders with the necessary skills and knowledge to excel in the evolving landscape of talent acquisition.

The Solution: Blended Learning Approach

Collaborating with CLP, TÜV Rheinland implemented a 6-week hybrid learning programme, titled How to Approach, Select, and Recruit Best-Fit Talent. The programme, designed for managers, included modules such as winning the war for talent, creating a virtual brand for leaders, overcoming biases, competency-based approach to interviews and skill training and practice sessions.

The programme focused on three key areas:

- 1. Understanding Global Talent Sourcing**
Developments: Leaders were provided insights into the latest global developments in talent sourcing, ensuring they stay abreast of industry trends and best practices.
- 2. Clarifying Global Competencies for the 'New World of Work':** The programme identified and clarified the global competencies required in the ever-changing landscape of the 'new world of work', helping leaders align their recruitment strategies with the demands of the evolving workplace.
- 3. Developing a Personal Brand for Talent Attraction:** Leaders were guided in developing a personal brand that not only reflected the values of TÜV Rheinland but also attracted the best-fit talent. This included emphasising purpose and sharing personal journeys within the company.

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The success of the programme lay in its customisation for specific teams and the company, promoting greater adoption and inclusion in teams. Smaller, more effective groups of approximately 12 people participated in each course, with multiple courses running concurrently.

Results & Impact

Tangible results from the training programme have already begun to surface. One leader successfully attracted and selected best-fit talent for her team within an impressive 90-minute timeframe. Her approach included sharing her 'why' (purpose) and personal journey within the company with the applicant, coupled with implementing best practices for starting an interview to attract the right talent.

Participant feedback highlighted the programme's effectiveness, with comments such as, "The material surprised me, and the practice today gave me a new experience around how we will do interviews in the future – we must all learn this". This positive response underscores the transformative impact of the programme on leaders' perspectives and practices in talent acquisition.

TÜV Rheinland's collaboration with CLP has proven to be instrumental in addressing the evolving landscape of talent acquisition. By empowering leaders with the skills and knowledge needed to attract and select top talent, the organisation is well-positioned to continue its commitment to quality, safety, and efficiency in an ever-changing global market.

“TÜV Rheinland needs to attract, select and retain best-fit talent to become one of the best employers. In cooperation with CLP, we uniquely designed a “hybrid” e-learning and virtual instructor-led programme with the overall aim to increase our leader’s hiring competency. Today, we have a programme that is comprehensive, short and makes fun.”

Tanja Gerum

Global HR Development,
TÜV Rheinland



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