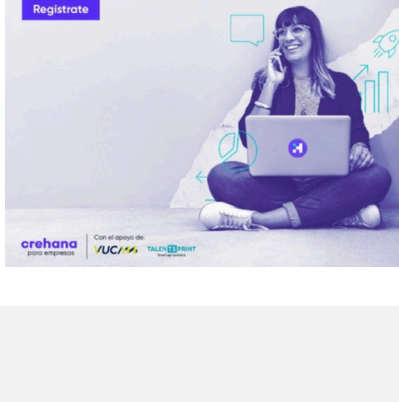




# DOING IT DIFFERENT, CREATING IMPACT

## INTRODUCTION

In June 2020, Créhana commissioned the Talent-Sprint in organizing a pilot event intending to attract 1 or more serious candidates for several business development positions within their Mexico-city based operations. For months, Créhana struggled with obtaining any candidate interest in the positions profiled on their career website and social media. Like most organizations, finding the right talent, skilled, ambitious and matching company purpose is difficult, and this stressed Créhana's local hiring manager Italibi Gutiérrez and recruitment lead Emilio Jiménez.



## CRÉHANA, THE FIRST IN ADOPTING THE TALENT-SPRINT IN LATAM

In June/July 2020, the Talent-Sprint engaged with Créhana – one of LATAM largest e-learning companies – in unlocking new-hire potential for some vital vacancies for its Mexico based operations. Following a strategic exploration, we co-authored a journey that led towards a 3-day all virtual Talent-Sprint event for interested job seekers. An event that delivered 4 serious new-hire candidates: 2 were on the payroll in the period following, 2 others in a holding position for right positions emerging within the Créhana organization.

“BY DOING IT DIFFERENTLY, WE WANT TO SHOW OUR DIFFERENCE TO CREATING IMPACT.”

Emilio Jiménez, Créhana Lead Recruiter

## WHAT MAKES A TALENT SPRINT DIFFERENT



### LIVE STAGE TO SHINE

**CO-CREATE WITH OTHERS**, take on real design challenges, create impact together

**DEMONSTRATE YOUR SKILLS**, experience ambitions, not on paper or interview, but **IN REAL**

**PRESENT YOURSELF** during workshops, trainings, online & in-person Talent Sprints

**WE CREATE A SETTING WHERE YOU CAN DO WHAT YOU ARE BEST AT: DESIGN!**

### TRUSTED ENVIROMENT

**WORK WITH PEERS AND LIKEMINDED** (on- and offline) that speak similar languages.

Establish a human to human engagement where the **DEEPER CONVERSATION** can take place

It's OK if you don't succeed the first time. Do better next time – **IT MAKES YOU HUMAN!**

**WE PROVIDE CONDITIONS WHERE YOU CAN LOWER YOUR ARMOUR AND SHOW YOUR TRUE POTENTIAL.**

### CREATE OPPORTUNITY

**ENGAGE WITH** organisations or industry representatives **WHO YOU MAY DESIRE WORK FOR/WITH**

**GET "SPOTTED"** by peer as desired future colleague or next contractor

**ALWAYS RECEIVE FEEDBACK** from peers and others to feed your level-up journey

**IDENTIFY YOUR [PURPOSE-] MATCH: GET INVITED FOR LEVEL-UP, JOB OR PROJECT CONVERSATIONS.**

## EMPLOYER BRANDING

Although assumptions were made that Lima (Peru) based Créhana is not considered an attractive employer for Mexico-based professionals, a first Strategic Exploration on geographical challenges, specific talent-needs, and employer-awareness learned that there was opportunity to address the candidate search differently and position Créhana's purpose-drive – transforming lives through education – more prominently.

## THE PREPARATIONS

The Talent-Sprint team influenced Créhana in reformulating it's vacancy descriptions, also by the wording we used in promoting several 'talent-sprint teaser events'; events to raise Talent-Sprint and Créhana awareness in the Mexico geography. Instead of emphasizing job-content and functional requirements, both emphasized Créhana's mission and vision: the importance of education, the potential of e-learning for society.



### TEASER EVENTS

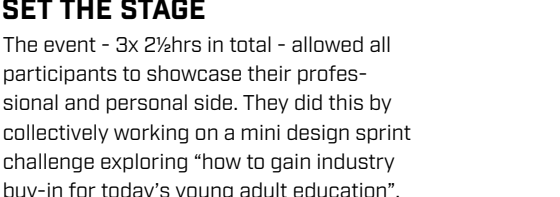
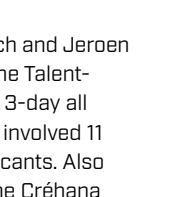
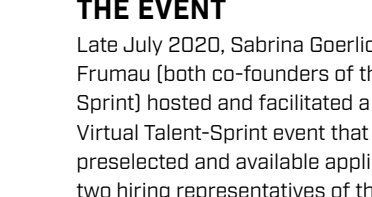
Teaser events – mid July and each 90min – were organized in close collaboration with regional Talent-Sprint partner VUCA to ensure cultural alignment in event delivery and create regional resonance something new was happening. VUCA also supported the dual-language delivery of the full Virtual Talent-Sprint scheduled later that month July.

### GAINING TRACTION

In parallel, Créhana's promotion of new job-opportunities in Mexico – worded and visually promoted differently from their traditional vacancy promotion – gained traction, and was publicly promoted by all its leadership team emphasizing the uniqueness of impacting society through remote and e-learning.

### KEY RESULTS

These combined efforts delivered more than 100 direct applicants and another 100 expressing general interest in Créhana. The difference: Purpose driven communication and opportunity to join a unique 3-day Talent-Sprint workshop to showcase skills, personality and ambition.

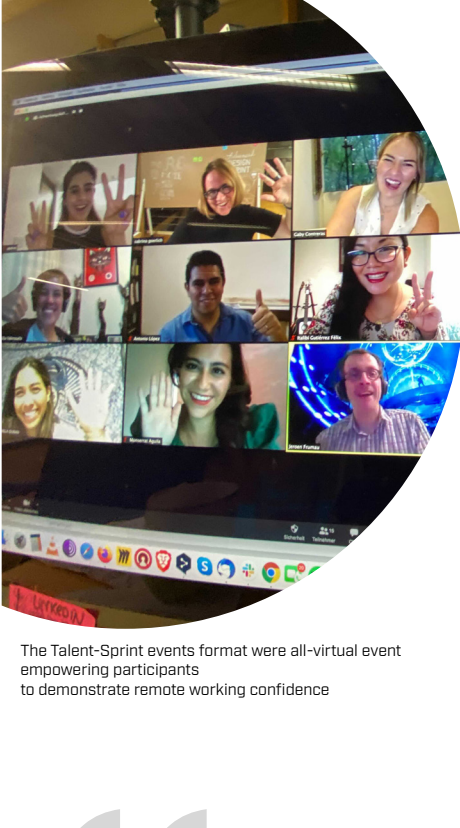


From-to Job advertisement – more human centric, reflecting purpose-drive

Promotion of co-created Talent-Sprint events, focus on purpose and unlocking career opportunity

## THE EVENT

Late July 2020, Sabrina Goerlich and Jeroen Frumau (both co-founders of the Talent-Sprint) hosted and facilitated a 3-day all Virtual Talent-Sprint event that involved 11 preselected and available applicants. Also two hiring representatives of the Créhana organization participated giving them the opportunity to talent-scout new hire potential.



The Talent-Sprint events format were all-virtual event empowering participants to demonstrate remote working confidence

## SET THE STAGE

The event – 3x 2½hrs in total – allowed all participants to showcase their professional and personal side. They did this by collectively working on a mini design sprint challenge exploring “how to gain industry buy-in for today's young adult education”.

An event where a stage is created to showcase skills & capabilities, trust is built through in-event collaboration, and feedback rounds serve talent and hiring organizations in exploring their strengths and potential.

During the event, the host, facilitator and hiring organization reflected daily on candidate observations. Not to judge or pre-select, but to ensure all participants have a fair opportunity to profile oneself.

## THE OUTCOMES

With all in-event experiences, the Créhana's hiring representatives needed little time to prepare a short-list of candidates they desired to re-engage with after the event.

In the week following, 4 people were invited for career & job-related conversations. One was offered a Mexico-based placement, another was offered a related position in a different geography. Additionally, two others are in a holding position for suitable positions in the near future.

Combined with attracting almost 200 people interested in working for Créhana, having immediate new hiring potential created true impact for Crehana.

“WE WERE COMMITTED TO EXPLORE THIS TALENT-SPRINT APPROACH AS A WAY TO INNOVATE OUR TALENT-ACQUISITION PRACTICE. NOW WE HAVE EXPERIENCED IT, WE ARE ACTIVELY CONSIDERING APPLYING IT ACROSS MORE GEOGRAPHIES AND FUNCTIONS RECRUITING FOR.”

Emilio Jiménez, Créhana Lead Recruiter

### TEASER EVENTS

FROM NIHIL TO 200

### GAINING TRACTION

11 EVENT PARTICIPANTS  
2 NEW HIRES  
+ 2 NEW HIRE CANDIDATES

### KEY RESULTS

FROM VACANCY BASED RECRUITMENT TO PURPOSE DRIVEN ENGAGEMENT

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“IT WAS A SUPER ENRICHING EXPERIENCE THAT HAS CONTRIBUTED A LOT TO ME IN A SELECTION PROCESS.”

Besides attracting explicit hiring candidates, Créhana's leadership noticed the impact of doing things differently and its CEO expressed his enthusiasm to repeat talent-sprint journeys, attracting new-hire potential to continue revolutionizing and creating impact through education.

“MY EXPERIENCE IN THE SELECTION PROCESS THROUGH THE TALENT-SPRINT WAS VERY STIMULATING, VERY EXCITING, VERY SATISFYING, BUT ABOVE ALL, VERY HUMAN.”

What I liked the most was the possibility of having feedback from both the other sprint participants, the facilitators and the Créhana Team. This gave me an insight into how I stand out and what I could develop. Also, Créhana made it very easy to understand both the culture and whether I would fit with them (and vice versa). Finally to emphasise my own insights about my talent, my drivers or motivators and my abilities

Daniella D, Crehana  
- Sr. Business Development Executive

## KEY INSIGHTS

1

Understanding today's talent-acquisition challenges is critical to position the Talent-Sprint Journey correctly:  
**A STRATEGIC EXPLORATION** is a critical start.

2

Collaboration by Talent-Sprint consultants and client representatives in promoting, inviting and delivering the Talent-Sprint journey delivers added value and broader organizational impact. **TEASER EVENTS** help to unlock awareness and candidates' interest.

3

A Talent-Sprint is not an outsourced recruitment event (only), it provides employer branding potential, community building & new-hire (talent-scouting) potential. Treating it as a program can deliver sustainable outcomes and activate your own staff as **TALENT-SCOUTS** and **BRAND EVANGELISTS**.

TALENT SPRINT

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