

## Case Study



How Pivotal and Incubeta developed a strategic Talent Partnership to help drive business growth.



**Caitriona Bennett, Head of People**

Pivotal have become a key strategic talent partner that have delivered tremendous value both via their team of experts on the ground that's reduced our time to hire, and the additional talent consultancy that has helped elevate the whole talent function in our business.

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**Head of Display AdTech at Incubeta**

"Since hiring an on-site Talent Partner via Pivotal, we've enjoyed a distinct step-change in the quantity and quality of candidates interviewed. The extra drive they have given our recruitment efforts have translated to excellent hires in a challenging market. Roles we have had open for over 8 months have been filled. Thank you"



## Project Stats



Organisation size

800



Successful Hires

100%



Total Hires

10



Product

Embedded

## Project Overview



Talent Partners

1



Role Types

Multifunctional



Project Duration

12 weeks



\*Consultancy Projects

4

\*Streamlined and improved interview process

\*Worked with Talent Team to create an updated EVP

\*Supported with Internal TA Interviews

\*Providing up to date market insight around salaries and levels of experience to support hiring plans





## What were the challenges you faced at the time?

There were three main problems: *Bandwidth to hire; Hiring quality talent; Time-to-hire.*

Bringing Pivotal on board meant we got access to so much more resource as well as a fresh and a rational approach to the recruitment. There was also great support by the wider Pivotal team. It never felt like we had one person helping us recruit but in fact a wider team that was supporting our overall hiring strategy, which has helped us hire quality people, quicker.

## What did your talent team look like at the time?

In total we had around 4 -5 people in the team. But there were lots of moving parts before Pivotal. I think our team was growing quite organically with the company and therefore the approach and the strategy which we had in place hadn't evolved. We realised our team's setup was not competitive enough and we didn't have the right strategies in place to secure good talent.

## How did working with Pivotal help?

It brought a lot of fresh new ideas and a passion for finding good talent. Firstly, Pivotal brought in a great strategy that complemented our existing team. Secondly, the strategic support from the founders at Pivotal challenged us to think about things in different ways, especially when we were thinking about changing things that we were initially nervous about and the impact that it would have; we knew we would get the correct guidance since we got Pivotal on board. For example, talking about our approach to conducting interviews, we received really good energy and guidance from Pivotal to try and test different ways of hiring top talent.

## What do you like about working in an Embedded way VS the other ways?

It's way more efficient and you get tonnes more value. Previously, we worked with multiple agencies as we thought this strategy was helping us save time headhunting. Actually it wasted loads of time duplicating work, following up and chasing up with different agencies and the commercial model meant we were not getting the most reliable and committed service from our agency partners. It just didn't feel very streamlined. Now, stakeholders feel they have experts who can take care of the whole process from end-to-end.





## Has having an embedded partner helped hire better talent?

We have seen more success this way as Pivotal really understands our culture, values and EVP which helps us find and engage the right candidates and have a stronger relationships with them. As we entered a difficult hiring market recruitment agencies put pressure on to make you move quickly so that we don't lose quality candidates, which often creates a lot of panic. I think in these types of situations having a more control via direct relationship with the candidate massively helps.

## How has the embedded model supported your internal team?

Previously, there has always been a lot of pressure on the team. Now they feel supported. The two teams don't feel separated at all. We have worked with agencies before and it has always felt competitive whereas with Pivotal it feels more like a partnership and very much a united team with shared goals.

## How has the embedded solution received by hiring managers internally?

We feel like it has really elevated the relationship within the Talent team and the Hiring managers. There is so much trust that has been built through this relationship. We feel like Pivotal really listens and understands the needs which in return helps us find right talent.

My colleague mentioned to me that:

*“It now feels like the hire is being made for the good of the business not for the placements itself”, which speaks volumes.*

## What surprised you the most?

Honestly, that its been so easy! And the fact that it feels like a genuine partnership.



## What would you say to other businesses looking for more strategic partnerships?

Do it! We highly recommend the partnership as we have seen tremendous value to the business. It has helped us to quickly develop our candidate sourcing and find good candidates, but moreover it is not just a person but the whole team behind that is supporting the partnership. We have really benefitted from the knowledge that Pivotal brings in terms of processes, market, and their expertise which has made us more responsive and agile in our terms of working. I would highly recommend Pivotal!



**Caitriona Bennett, Head of People**



The Pivotal logo consists of a blue circle containing a white lowercase 'p' with a dot above it, followed by the word 'ivotal' in a white, lowercase, sans-serif font.

pivotal

# Get in touch.



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