

Overview:

WPP companies exist to help their clients compete successfully: in marketing strategy, advertising, every form of marketing communication and in monitoring progress. WPP is a FTSE 100 company and is the world's largest advertising company by revenues, and employs around 179,000 people in 3,000 offices across 111 countries.

**Project Scope:**

La Fosse was chosen as the exclusive agency to create a new Application Development Management function for Coretech (shared service for the entire WPP group). This function currently had c300 employees globally working for the WPP operating companies and we were tasked with creating a 47 strong brand new retained structure with a half retained staff and a half externally hired. This was across 5 main hubs which included London, New York, Chicago, Sao Paulo and Singapore.

Phase 1 – 2 month time frame:

IBM was chosen as the outsourcer – everyone was due to be TUPED, and we had to attract, interview and select the best suited internal staff to be retained in this new structure. The steps we took were as follows...

- Global Salary Benchmarking for all positions – no grading scheme in place
- Designed the Interview framework capturing skills and competencies
- Captured internal interest.
- Educated internal staff on writing cvs and competency based interviews
- Vigorous competency and skills based interview
- Extensive write ups and scoring
- PPA psychometric testing
- Delicate rejection process.
- Feedback from internal candidates on our process to ensure candidate experience was good

Outcome:

- 101 interviews conducted in a 2 week period by LFA
- 53 shortlisted
- 23 hired across – Chicago, New York, London, Singapore and Sao Paulo

Completed on-time and was a success.

Testimonial:

"The service that I have been receiving from La Fosse and Adam Pizzie specifically is nothing short of extraordinary. He is responsive, attentive and provides great feedback along with productive suggestions in relation to the issues. As a bonus, he is also very good humoured and someone that I look forward to speaking with at any point during the day."

John Brookes, WPP, HR Transformation Manager