

## **Wärtsilä - Graduates**

Wartsila were founded in 1834, and have since been at the frontier of engineering innovation. Operating within an industry that is being impacted massively by a skills shortage and an ageing workforce, Wartsila met with Cohesion in 2014 to discuss future-proofing their business.

## Our Objectives

Wärtsilä hadn't previously outsourced their Future Talent Recruitment – so, they began looking for an outsourced partner with the expertise to deliver the outcomes that they wanted.

There were a total of 5 vacancies – 2 for Graduates, and; 3 for Industrial Placement students. The 5 vacancies were across 3 areas: Mechanical Engineering, Business Analysis, and Marketing.

## Cohesion's Relationship with Wartsila

Coupled with evidence of recruitment expertise, Cohesion showcased a strong understanding of Wärtsilä's business and industry. In early 2015, Cohesion formed a partnership, in order to begin developing Wärtsilä's Future Talent pipeline.

We spoke with Rowena Bell, Senior HR Generalist, to get her take on the partnership so far:

"Outsourcing the recruitment of our Future Talent was an obvious choice for several Reasons. Not only is our business growing in the UK, but we are having to act now to limit the impact of a skills shortage and an ageing workforce within engineering.

This particular industry has a high volume of jobs, with not enough candidates. The fear is that the skills we need will pretty much disintegrate. Thinking about Future Talent now means that we can start getting great people at the earliest stage possible.

As our business grows in the UK, a lot of time needs to be spent on securing Future Talent. Unfortunately, time is a luxury we don't have. We wanted to work with Cohesion so that they could design and implement a good recruitment strategy, as well as ensuring a high level of engagement for candidates.

Cohesion challenge us, they advise and guide us, and they always give us new things to consider – their knowledge of the market is up to the minute, and that's great. All of the Graduates have been very complimentary about their recruitment experience – Cohesion have created a great employer brand for us.

I think we've had an excellent first year, and that really shows in the quality of the candidates. As far as the market is concerned, this is a really tough time to be recruiting and the candidates we've got are of an excellent quality.

The most impressive thing about the relationship with Cohesion is the feeling of it being a partnership. The campaign is over, but the contact is still constant – the team still call to find out how everything is going, they want to know about our business and help to move it forward. Everything is on a personal basis – they know about our business strategy and are committed to Wärtsilä's ongoing development."

## Results

- Within 6 weeks, we received a total of 344 applications;
- We achieved a 94.4% attendance rate at Assessment Centre;
- 35.3% of those who attended the Assessment Centre were offered roles;
- We filled all 5 vacancies – 6 offers were made in total, with 1 being declined (83.3% offer-acceptance rate);
- The average time-to-hire was 31 days.

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