

APAC Scale Up & Talent Market Entry Project for an innovative Business Design Consultancy



The Problem

Board of Innovation are an award winning Business Design consultancy.

They had recently expanded into APAC and needed to scale up their operations in Japan, China, Australia, Thailand, Indonesia & Philippines.

As they were recently new to the market, they had little presence outside of Singapore. Projects and contracts were already signed with multinational companies. Hiring talented Business, Product and Service Designers in a timely manner was critical for them.

The Solution

We offered an interim TA lead & sourcing solution:

- Hire all BAU headcount directly.
- Create candidate pools & talent intelligence for expected “next stage” hiring.
- Build out TA & C&B capability in all markets, including in-country “recruiting play-books” and compensation data to drive comp bands.
- Improve candidate experience by establishing rules and SLAs for communication.

The Outcome

- Hired x10 BAU specialist hires across Japan, Australia, China, Philippines & Vietnam within 3 months & on time.
- Created candidate pools and pipeline of over 500 talents in the region which match their “success profile.”
- Created play-books for each country on how to recruit, what channels to use, what to expect, and linked these online to candidate pools for each country.
- Created bands for compensation for each country.