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

Board of Innovation

best. practice



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 like Nestle & Takeda. The hiring of experienced 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 & adhering to CX rules and SLAs for communication triggers.

The Outcome

- Hired x10 BAU specialist hires across Japan, Australia, China, Philippines & Vietnam within 3 months & on time.
- Created pools of assessed candidate & pipeline of over 500 talents in the region which matched their “success profile” over a 4 month period for each country.
- Created digital play-books on how to recruit in each country, and linked these to candidate pools for each country.
- Created bands for compensation for each country.