



# Project ODIN – Hiring Managers' App

## GBS Canada

July 28, 2016



# AGENDA

The problem.

To be journey.

Execution.

# The Problem

- Disjointed multi-channels pre-selection of candidates for interview (social event/web application/employee referral)
- Unclear selection criteria after social and networking events
- Candidates that don't fit core competencies, resulting in a low success rate of interviews
- Communication loss between hiring managers and volunteers attending the recruitment events even for the same candidate
- Inconsistent and inaccurate feedback
- Loss of employee time constantly seeking updates and information from HR

Instead, let's focus on providing a great experience to our candidates and to our recruitment team.



# Problem validation

IBM  
Design  
Thinking

# Hiring Managers (Ingrid, Vincent)

13 Montreal  
Consultant part of  
the Consulting by  
Degrees program

3 day Design  
Thinking x 6  
IBMer in  
Toronto

6 sessions  
during 3 months

# AGENDA

The problem.

**Imagine.**

Execution.

# The Experience

We aim to create a solution which addresses pain points and maximizes the opportunities today's technologies present. The application will be an extension of our marketing campaign and will showcase IBM as the digital enterprise we aim to become!

We believe the future IBMer experience will offer significant benefit and advantage (competitively with other firms recruiting the same pool of resources) to both new employees and our company, IBM.

*The following pages present a view of the future experience, enabled by mobile.*





## Ingrid

Manager at IBM Canada  
Age: 37

Ingrid wants to find the perfect candidates for the Consulting by Degrees program. She wants better visibility into their profiles and the feedback provided by other members on her team throughout the recruiting process. Overall, she seeks for a better experience.

Her pain points:

- Too much information
- No way to capture feedback for candidates at information sessions or social events
- Confusion on recruiting criteria and the process of selection
- Inability to follow candidates through the process (who and how and why)
- Lack of a centralized view on candidates

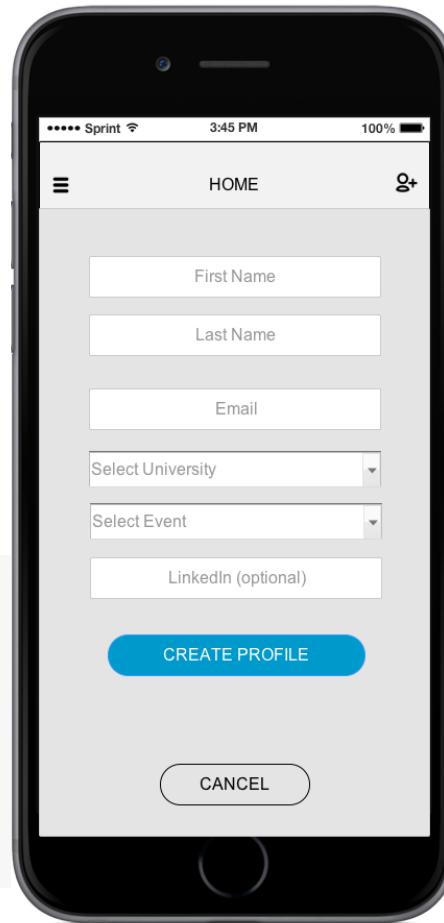
# Ingrid: Able to review more than CVs

Ingrid is excited, this week is the official kick-off for CbD recruitment for the 2017 cohort. She wants to hire the best and brightest that fit with the IBM culture and will become great assets on client projects.

This year, Ingrid and her team will be using a mobile application to capture feedback and status of candidates and keep up-to-date with all news related to recruitment.

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Ingrid will use the mobile application to create profiles for candidates who are referred by other IBMers. By capturing their basic information and LinkedIn profile, she can later provide feedback and follow the status of referrals through the recruitment process in one location,



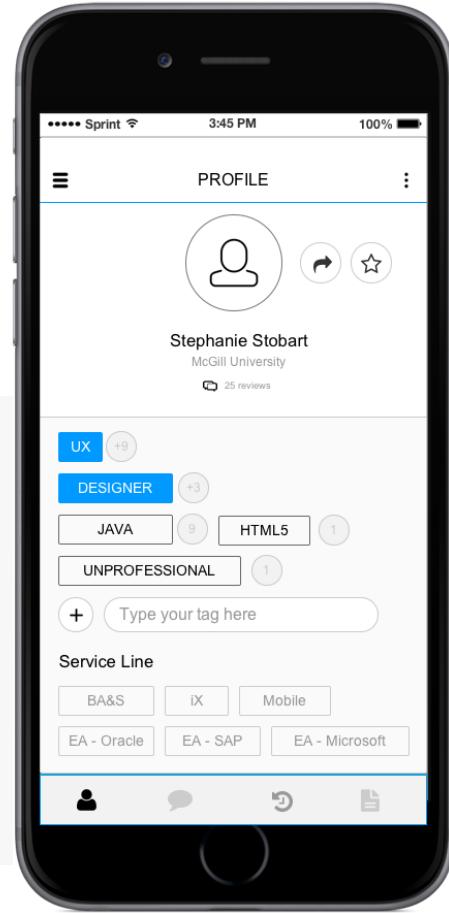
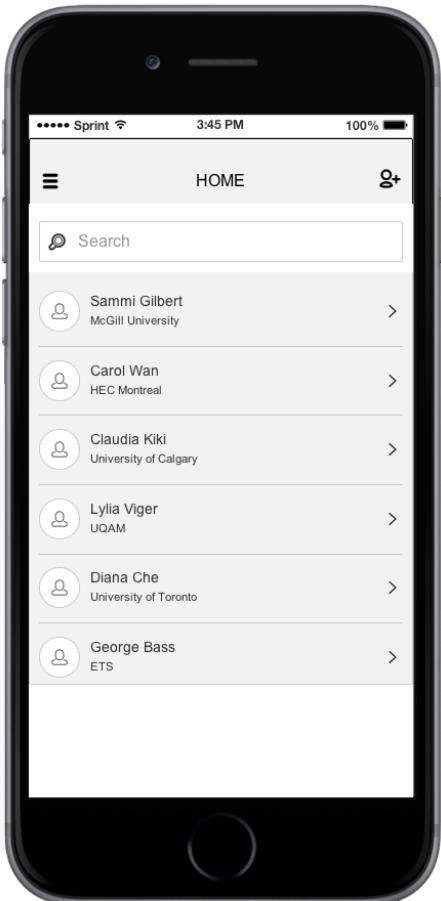
# Ingrid: On campus recruitment to find the perfect fit!

2

Ingrid will go to several campus events to promote the Consulting by Degrees program. At each event, candidates will be welcomed by IBM volunteers and asked to “check-in” using the application. Ingrid benefits is twofold: on one side she takes attendance for the event and on the other side, profiles are created for all the candidates attending the event.



At each campus event, Ingrid can **easily keep track of candidates** she was interested in by searching for their name. The application will pop up the candidate profile where Ingrid can add tags and feedback that will be visible to other IBM team members. She can also quickly “Favorite” a candidate to follow their progression through the recruitment process.



# Ingrid: On campus recruitment to find the perfect fit!

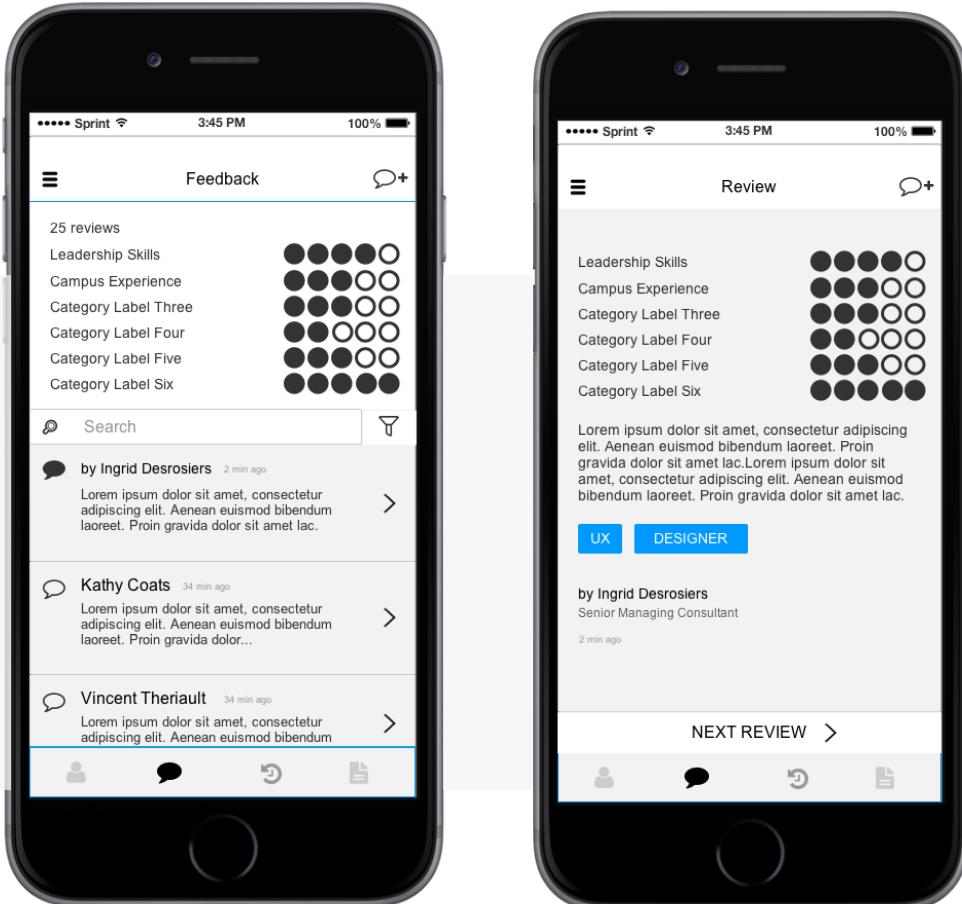
- 3** At the social event, Ingrid and the local team are focusing on assessing the fit of candidates. She is able to see the profiles of invited candidates before the social event. She is impressed with the quality of profiles.



Using the mobile application during the IBM social, Ingrid can **easily record her feedback into the application**.

She can choose to add tags to a profile or leave more detailed feedback where she assesses each candidate based on the core competencies desired for the Consulting by Degrees program.

She can review the tags and rating added to a candidate profile as they progress in the process.



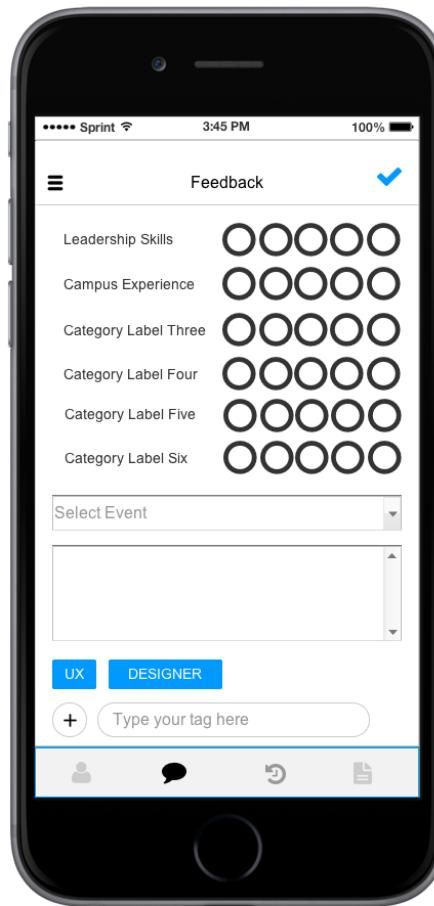
# Ingrid: Making the most out of interviews

4

Interview time is valuable. To make the most of it, Ingrid looks at the candidates profile with notes from the their information session and social event. As part of the SAP practice, Ingrid is interviewing candidates that showed interest in joining the SAP team.



In her mobile application she can see how a candidate was rated according to the list of pre-defined criteria. She can **rate each candidate on those criteria and add notes directly in her app.**



# Ingrid: Making the most out of interviews

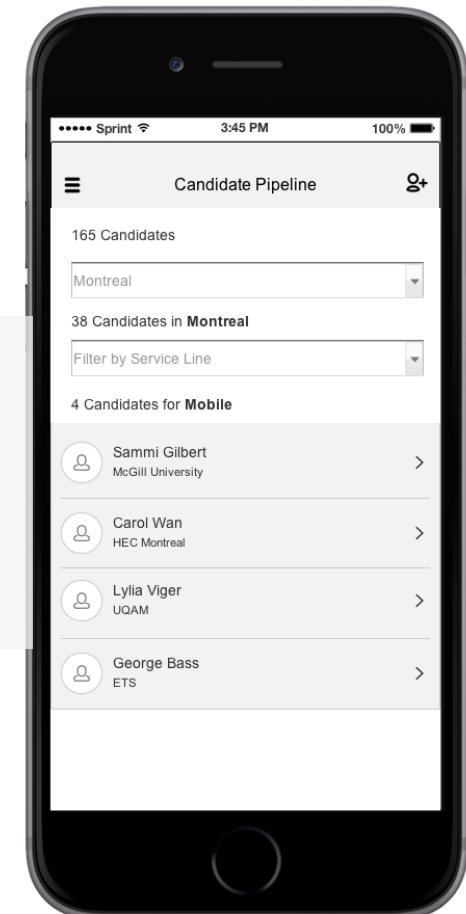
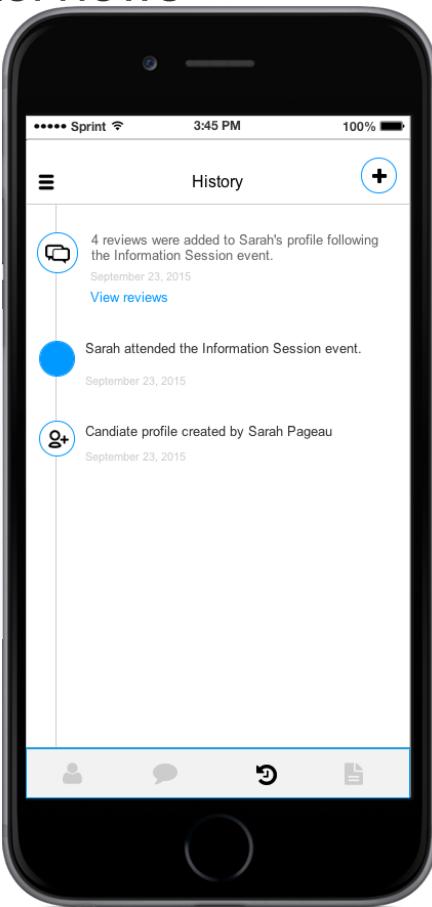
5

After interviews, Ingrid and other interviewers have to make a selection. With the wealth of information they've collected throughout the process, they feel confident they will make informed choices .



Managers can see top candidates for each Service Line. They discuss and agree on a final decision.

Ingrid feels confident in their choice and looks forward to welcoming the 2017 cohort to the IBM family.



# Value Proposition

Easily capture and share feedback internally

Improve communication between HR & local recruitment team

Eliminate duplicate work of gathering information on candidates

Save employee time (calls and emails to HR and other team members)

Select the top candidates

Improve success rate of each recruiting step

Improve candidate experience during the recruiting process

IBM reputation on campus

# AGENDA

The problem.

Imagine.

Execution.

# Team

Sarah  
Pageau LeBel



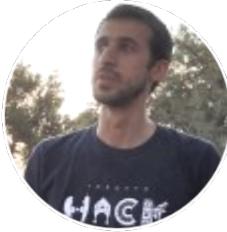
Diana  
Cheptene



Stephanie  
Stobart



Emad  
Al-Shihabi



Alan  
Christensen



# Advisors

Imad  
Obeid



Nasim  
Sedaghat



## Scrum Master

Facilitates the project planning and execution, obtaining resources and resolving problems.

## Product Owner/UX

The customer voice, gathers user input and translates it into wireframes/mockups/user stories.

## Visual Design

Transforming wireframes and user stories into a compelling visual design.

## Developers

Build planned features of the app based on user stories and mock-ups.

## Mobile Tester

Test app features and functionality.

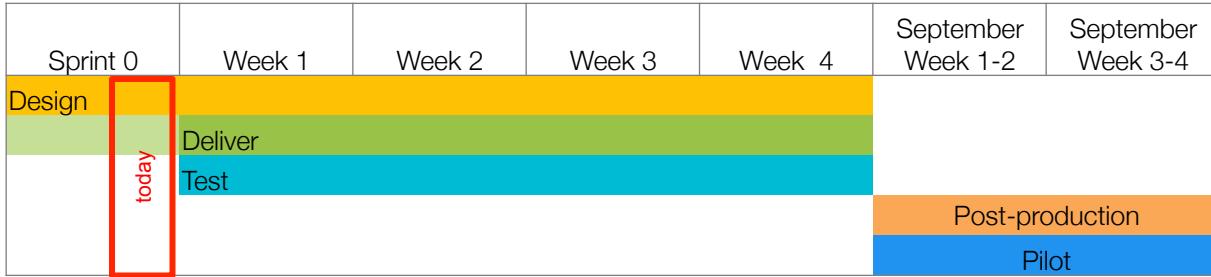
## Mobile Architect

Defines solution Architecture.

## Agile Coach

Coaches the team on agile practices.

# Execution Timeline



## **Key Dates:**

Montreal Social October 6<sup>th</sup>

Montreal Interview Dates: October 12<sup>th</sup>, 17<sup>th</sup>

*Pilot will be deployed in Montreal & Calgary.*

# Needs

	Intermediate Dev	PM	PO	Visual Design	Testing	Total
Hours	480	80	80	80	80	
Weeks	4	2	2	2	2	
Cost rate	127	79	79	79	79	
Total \$	\$60,960	\$6,320	\$6,320	\$6,320	\$6,320	\$86,240

# Sponsors



**Ingrid Desrosiers**

CBD Manager  
Senior Managing Consultant

Location: Montreal



**Claude Guay**

VP & Quebec Sector Lead Partner  
and LGS Group President

Location: Montreal



**Soula Stathakis**

CBD Canadian Lead  
Associate Partner

Location: Calgary



**Ali A Rajah**

Recruitment Leader  
Global Business Services

Location: Markham

## Project ODIN - Origin

Odin is a widely revered god in Norse mythology. People associated Odin to knowledge, battle and death. Even though he wears a patch, his mystical eye allows him to see beyond time and space.

Just like Odin's crows who bring him information from all around the realm, the app will empower hiring managers with the knowledge needed to make the right decisions, allowing them to hire the best talent available!

