

Telenor Future Talent program to assess 10,000 youth in Myanmar



Telenor Group has received a nationwide telecom license to operate in Myanmar for 15 years. Telenor's commitment to deliver accessible, affordable telecommunication and internet services to the Myanmar population is expected to catalyze social and economic growth across the country.

Myanmar is a country in transition. There is a massive need for infrastructural development in the country – one key indicator being, it has one of the lowest ICT adoption rates in the world. However, with key economic sanctions recently lifted, this untapped market is now being considered a land of opportunities by the global business world.

Telenor to create job opportunities for local population of Myanmar

Telenor Group understands the challenges attached with launching its operations in a market like Myanmar. To put Telenor Myanmar on the map, the Telenor leadership needs to identify and develop talent who is aligned with its organizational growth strategy and can operate within the given market challenges.

Telenor Myanmar aims to replicate the strategy that Telenor Group has been adopting in other markets in Asia, which is, developing strong local talent as a foundation to run its business operations in that specific region.

The company is expected to recruit up to 3,000 employees in Myanmar by 2014. It will be launching multiple talent recruitment and development programs for a rapid rollout of telecom network in the region.

Telenor Future Talent Program

Telenor's talent partner, Engage Consulting approached HireLabs to design a solution that would assist Telenor in assessing 10,000 college graduates of Myanmar within two months.

Considering 45 per cent of Myanmar's population is under 25 years of age, the purpose of this future talent program was to identify high-potential youth and develop them for current and future positions in Telenor. Telenor needed a cost-effective solution that was able to 'mass' test 10,000 candidates, helped to build a talent pipeline, and tracked and measured results.

HireLabs created an online assessment solution, white labeled as **Telenor Future Talent**. The candidate registration process was customised, allowing candidates to complete steps needed to qualify for the program.

The assessment platform to now ready for use, it is estimated that it will reduce the cost of testing and qualifying candidates for the Telenor Future Talent program by 35 per cent.

"For companies to succeed and for the government to ensure the economic growth trickles down to other parts of the Myanmar society, both need to design a creative and holistic talent strategy. This strategy should combine casting the recruitment net wide and far to bring people up the skill curve in the shortest possible time and creating a heartfelt connection that binds people with the company."

— Paul Kiejzer, CEO, Engage Consulting, talent partner of Telenor

Challenge

- Quickly assess 10,000 youth of Myanmar to identify high-potential talent, who could be developed for current and future positions in Telenor Myanmar
- Measure youth's willingness and potential to align themselves with Telenor and with the challenging external market conditions.
- Track candidate results in a simple manner

Solution

- Provide online assessment platform, white labeled as Telenor Future Talent, which will also serve as a talent pipeline management system
- Customize the candidate registration process to gather data that would be needed to qualify candidates for the program
- Provide competency tests
- Provide online reports and analytics

Approach

- Conduct future talent program needs analysis
- Create competency tests
- Customize candidate registration process
- Launch white labeled assessment platform
- Telenor and associated talent partners assess 10,000 youth in Myanmar
- Identify high-potential youth and invite them to part of the development workshop
- Repeat the talent development program every season

Outcome

- The Telenor Future Talent platform has been successfully launched by HireLabs. It is estimated that the assessment platform will reduce Telenor's cost of testing and qualifying candidates by 35 per cent.
- The assessment platform will provide Telenor the capacity to mass test 1000s of candidate at a time and provide instant test results. The test results will indicate the talent's alignment with organizational growth strategy. The talent pipeline will be maintained and managed systematically online.