



Case Study

How Rolls-Royce connected with a diverse cohort of early careers candidates through live events and nurture journeys

Meet & Engage

The Meet & Engage technology used by Rolls-Royce includes:

Live Virtual Events

- Pre- and post-event automated email comms and registration
- Branded pre- and post-event lobby areas
- Content sharing via live stream, pre-recorded video, polls, slides
- Fully moderated Q&A
- NPS candidate experience data

Automated Nurture Journey

- Automated candidate journey in a personalized social-style interface
- Content shared by wall posts, videos and articles
- Email nudges to see fresh content
- User candidate experience pulse checks

Summary

The Challenge:

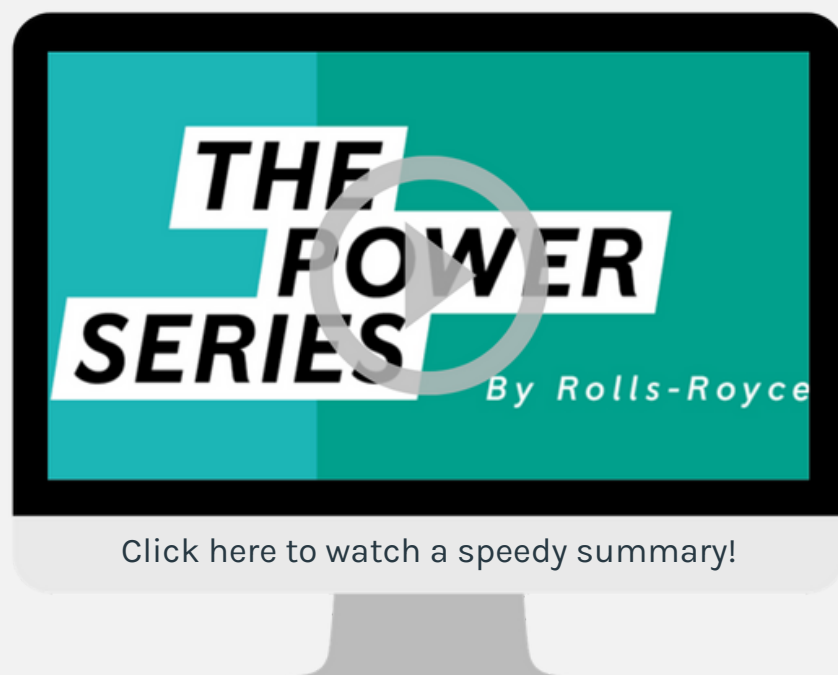
Enable Rolls-Royce to engage with more diverse candidates and change perception of the accessibility of a career with them.

The Solution:

The Power Series; a program of 6 virtual events aimed at engaging candidates who may have considered a career with Rolls-Royce unattainable. Post-event, attendees were to be invited to access a bespoke nurture track, to support them through their entire application journey.

The Results:

More than doubled offers made to non-white candidates, with a substantial rise in both applications and offers to women and non-white candidates. Glowing feedback from participants.

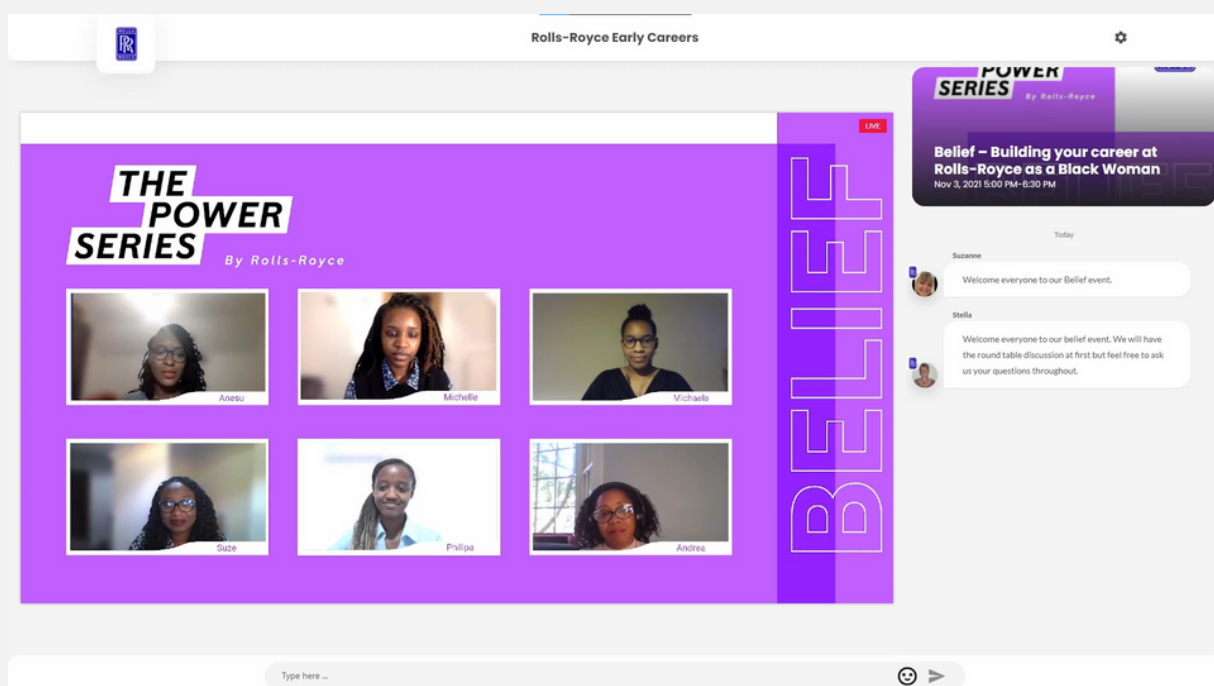


Objectives

The overriding purpose behind The Power Series was to engage with a more diverse audience, one that we were told felt a career with Rolls-Royce was out of reach, or not a realistic option. At the same time, Rolls-Royce still needed to appeal to graduates and students who were actively seeking career opportunities with the company. Landing this balance was central to our approach.

Renowned as ‘pioneers of power’, Rolls-Royce has become synonymous with the word ‘power’, but we aimed to turn the meaning on its head with The Power Series.

To do so, Rolls-Royce chose to theme the events around powerful human traits (courage, belief, imagination, wisdom, curiosity, collaboration), which also acted as event names; single words that a diverse audience could recognise in themselves. For example, Courage specifically spoke about neurodiversity, Belief was focused on women from Black Heritage backgrounds, and Wisdom was all about sustainability. The traits were also chosen to reflect the Rolls-Royce brand values, i.e., be bold, be agile, be collaborative.



Launch

The Power Series launched in October 2021 with a brave decision to lead with ‘Courage’ – the event with a focus on neurodiversity. Although slightly smaller in number, the audience were so appreciative and engaged by the opportunity, hearing directly from interns, graduates and senior leaders about how they have adapted, been successful, and demonstrated to Rolls-Royce why neurodiverse people are so important to continued innovation and growth. Student feedback was very positive: “I found the networking and support for each other amazing”.

We ran a Power Series event every three weeks, with the titles Belief, Wisdom, Collaboration, Imagination and Curiosity.

Each event saw more attendees than the previous, as awareness and interest grew. Our nurture tracks also grew in numbers, particularly amongst the apprentice / school leaver audience.



Results

Graduate applications **increased by 31%**

Female applications increased by 34%

Female offers **significantly increased**

Non-white applications increased by 43%

Non-white offers **more than doubled**



Feedback

Across all events, there were 1,475 attendees and engaged with 1,605 students. The average NPS score from those attending the events was 73% (world class!) and a third of attendees (Rolls-Royce's benchmark) engaged with the nurture journeys.

The nurture journeys featured smiley face feedback and Sukhy, a candidate experience bot.

Smiley face feedback:

Are you enjoying the content we're sharing so far? 97% positive
Did you enjoy your Power Series journey? 100% positive
Is the mix of content we are sharing valuable? 100% positive

Sukhy candidate experience bot:

After the event how likely are you to apply? 63% already applied, 37% very likely

How has your Power Series journey been? 85% great, 15% good



Participant Feedback

'The panel was inspirational. It was an eye-opening experience for me to learn what work is like at Rolls-Royce as a black woman and the personal growth that can be achieved with hard work and determination '

'Very insightful conversations on a variety of topics which is particularly important during the pandemic and remote working. Spot on!'

'I am enjoying this series,
it is so inspiring.'

'Both the speakers answered not only my own, but the whole audience's questions with great depth and breadth. The set up was engaging and the people monitoring the chat were very welcoming.'

'This is a great platform for the new generation to contribute to the change transmission.'

Conclusion

The Power Series built on work carried out within assessment to address and remove barriers to entry, particularly the misconception that Rolls-Royce are only interested in certain demographics and backgrounds. This included removing degree classifications, changing from competency to behavioural assessment where possible, and removing any online testing which was potentially disadvantaging students from minority ethnic backgrounds, to provide equal opportunities at each stage.

The Power Series helped develop focus on behaviours and values that are needed to lead Rolls-Royce into the future, and reinforced the desire to attract students from diverse backgrounds, which is one of their top priorities globally.

Rolls-Royce have a hiring strategy centred around three focus areas: Outreach, Access, and Selection, underpinned by the 'attract' pillar from the group D&I strategy. The Power Series, as part of this, made sure they could reach, attract and select from the widest and deepest diverse talent pools.

As with many other organisations, 2020-21 gave Rolls-Royce the opportunity to rethink, refresh, and reinvent how they attract and recruit diverse early careers talent, but mainly it accelerated plans to take student attraction virtual.

Shifting to social media platforms, online events and creating useful digital content has helped Rolls-Royce to reach students they haven't been able to engage with before. All of this has meant they are leading the way with digital attraction and assessment, transforming the traditional employer brand relationship.

To find out more about Meet & Engage and our
suite of candidate engagement technology,

[Book a Consultation](#)

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