

Case Study: Building an In-House Recruiting Team to Reduce Turnover and Improve Talent Retention

Client:

- A private federal government contractor (approx. 2,000 employees) with a corporate office of 35.
- Industry: Government Contracting
- Engagement Length: 12 months
- Location: Washington, DC

The Challenge:

The organization was facing serious challenges in recruiting and retaining qualified talent, particularly for internal corporate positions. Due to ongoing staffing shortages, they were increasingly relying on temp agencies to fill roles, leading to high costs, frequent turnover, decreased morale, and declining productivity.

My Role:

Initially brought in to fill hiring gaps, I quickly discovered that the issue wasn't just sourcing talent—it was a broken recruitment and onboarding system. I worked directly with senior leaders and the recruiting team to reimagine their approach from the inside out.

What I Did:

- Conducted a company-wide Intent to Leave Survey (ITS) and interviews to understand employee experience.
- Interviewed hiring managers and assessed recruiter workflows—including time to post jobs, response times, interview coordination, and candidate interaction.
- Audited the recruiting team's brand representation and headhunting practices.
- Designed and implemented a strategic recruiting framework led by a new Recruiting Manager reporting directly to the HR Director.
- Delivered recruiter training on candidate engagement, branding, and structured onboarding.

The Results:

- Developed a fully functioning in-house recruiting team with clear leadership and accountability.
- Increased the quality of candidates reaching second and third-round interviews.
- Reduced employee intent to leave scores.
- Lowered turnover rates and improved retention across corporate roles.
- Strengthened employer brand and improved candidate experience from first contact through onboarding.

What seemed like a hiring issue turned out to be a structural gap. Once we identified the real problem and built the right system, retention improved. The key was creating clarity, ownership, and process within the recruiting function.