

HONDA Case Study

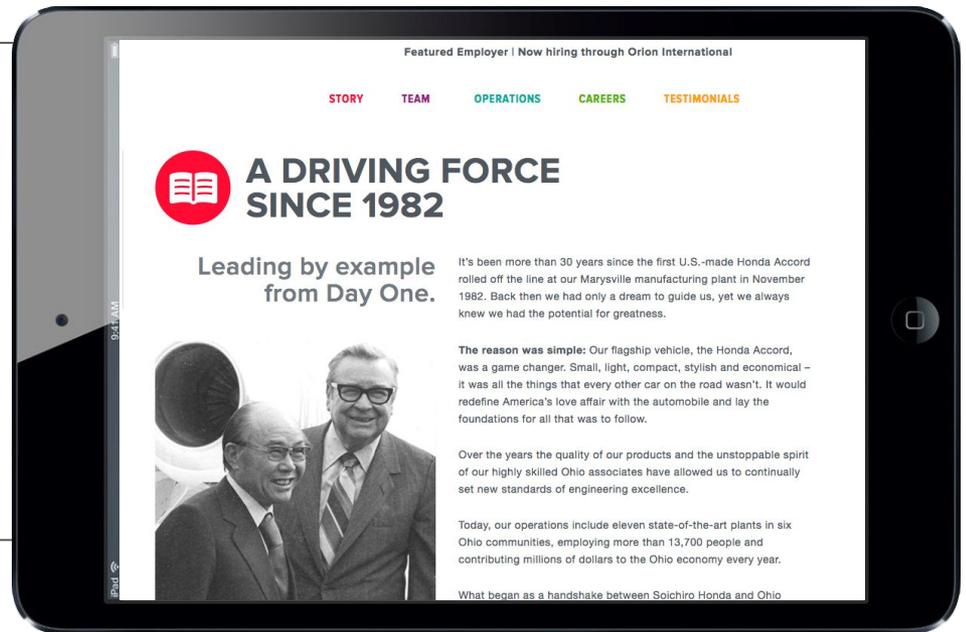
Honda is a worldwide manufacturer, best known for its automobiles, motorcycles and power equipment.

Customer Challenge

Honda is continually seeking top performing technical talent for its manufacturing facilities Nationwide. The organization was interested in pursuing military talent, but struggled due to the perception that only industry experienced hires could be successful in those roles.

Orion Talent's Solution

- Delivered a series of virtual & on-site training events for Human Resources and Hiring Managers, designed to compare current hiring criteria versus military skills, education and training qualifications
- Implemented a strong, targeted brand marketing and Veteran outreach campaign to reach the military community
- Frequent on-site hiring events with pre-screened and qualified candidates based on the availability of Hiring Managers



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Results

- Continued hiring of military technicians through a number of scheduled on-site events
- Expanded military hiring into a variety of other job families across Honda
- Increased recognition as an employer of choice within the military community, creating a long term pipeline of engaged military candidates
- On-site hiring events in challenging locations ensured candidates were able to tour the facilities and experience the surrounding areas, resulting in a better long-term fit

"Honda genuinely cares for their veterans. They do everything they can to ensure a successful transition for those coming directly from military service."

- Honda Employee,
Former Army Officer



Orion-owned steps in the process

Create job descriptions

Create Honda specific training program

Launch brand marketing & outreach campaign

Sourcing & recruiting

Conduct phone screens & create hiring plans

Offer presentation & negotiation

Background & drug screen checks