

Innovating *graduate recruitment* at 3M

3M are one of the world's most recognised companies. It is unlikely that there is a single home or office in the industrialised world in which one would fail to find something made by 3M. Recruiting the talent to maintain and develop 3M's position as a world leader is therefore a critical activity for the 3M recruitment team. Working in partnership with SHL (leaders in objective assessment) and PPS (experts in candidate pre-selection & competency based telephone interviewing), 3M UK have run a successful online graduate recruitment system since 2002. This has attracted and selected the best graduate talent for 3M in a fair, objective and efficient way.

3M and SHL started work on their online graduate system with the aims of increasing the speed-to-hire of graduates, improving the quality of graduate candidates and reinforcing the 3M values of innovation and technology. In addition to this they wanted to find ways to reduce the 3M administration time and improve their management information. The solution was an SHL online recruitment platform with online testing functionality, sited within the 3M UK website. The system was managed by PPS using the SHL applicant tracking and candidate management module. The system was also accessed by recruiting managers, to find out more about the graduates being considered for their own particular business area.

The original solution proved successful, and has now been revitalised for the 2004-2005 graduate recruitment season. The new system is rebranded and repackaged. It still provides candidates with a seamless recruitment experience, and recruiters and managers with instant access to applications; plus the system is also now more cost-effective. Another success of the project is the way in which recruiters from 3M and PPS work together via the SHL recruitment platform.

SHL helps 3M speed up graduate selection, improve candidate quality and reinforce its values of innovation and technology.

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