

Sidley Austin User Case

Creating a space for
future trainees
engagement with a
relationship based
approach

SIDLEY

Building Talent Communities for sustainable relationships

support@hollaroo.com | +44 (0) 1727 298081 |
www.hollaroo.com

The Background

Sidley Austin is an international law firm and the London office, it's largest in Europe, serves an impressive client portfolio including the world's leading financial institutions, funds, life sciences, FTSE 100 and Fortune 500 companies.

More than 150 years after the founding of Sidley Austin, today the firm comprises of a diverse group of legal professionals from many cultures who are dedicated to superior client service.

The Challenge

Sidley Austin has similar challenges to many law firms when hiring trainees. The period between an offer being accepted and the trainee starting is lengthy, typically around two years.

Sidley wanted to use this time wisely and start to build relationships with their trainees before they even joined. They needed a place where future trainees could go to learn about Sidley Austin, engage with their peers and be provided with relevant content. They also wanted to build commitment and high levels of trust with the trainees from when they first accepted their offer.

A future trainee programme often results in the same questions being asked over and over again and Sidley wanted to reduce the time spent managing this by providing everything in one place. They also wanted a system that was easy to manage and required minimal intervention after the initial set-up and introduction of a new cohort.

The Solution

As the pre-employment period is so lengthy, it was important that Sidley Austin looked for a solution that was built around the needs of the firm and the future trainees given the different levels of engagement required in the run up to joining the firm.

“Sidley wanted a relationship based approach which would give future trainees a sense of belonging”

and provide them with support, practical tools and knowledge right from the start. They recognised that being a trainee solicitor in a top City firm is a challenging role and it is beneficial for the firm to use the two-year pre-employment period to provide future trainees with information about the firm and peer network in order to build engagement and confidence prior to joining.

Sidley Austin implemented the Hollaroo Onboarding Community solution which was deployed in just eight weeks. With relatively small numbers to manage, the focus was on building a positive candidate experience that required minimal administration. The Hollaroo Onboarding solution approach is intended to build the enthusiasm of the trainee, make them feel welcome and help them to become an integral part of the team quickly.

Creating a space for future trainees

Hollaroo started working with Sidley Austin to provide a Talent Community platform which met all the standard requirements of an onboarding platform but also added that extra special layer which allowed for relationship-based onboarding.

Hollaroo provided Sidley with a secure, private and trusted network; a single space for their future trainees; setting the right tone for an inspired training contract and ensuring they received a positive early experience. Trainees are encouraged to engage with their peers and get to know each other before their start date, meaning it's easier to hit the ground running on day one.

With the Hollaroo Onboarding Community platform, a sense of community was created, and trainees can access all the information they need in one place including what to expect during their training contracts, regular updates about life at Sidley and the firms' social feeds.

Upcoming events (online and offline) are posted on the platform, which trainees are able to sign up to. They can also communicate with other trainees and Sidley employees, post questions and access dynamic FAQ's which provide a continuously updated source of knowledge.

This space really allows future trainees to have a greater understanding of what is expected of them in the period before they join while making them feel part of a team prior to them even start their training contract. With member groups around areas of interest and events, trainees can peruse more relevant content and continuously updated news.

The programme is now in its second year and has been a great success with positive feedback from Future Trainees and Sidley Austin alike. In fact, Sidley were delighted with the considerable reduction in their administrative workload.



“ By implementing Hollaroo, we have been able to provide our future trainees with a **real sense of community** and a positive candidate experience from day one. That lengthy period between offer and start date is vital and we have been able to keep trainees **engaged and enthusiastic** about the firm. It's also made our team's life so much easier with a considerable reduction in our administrative workload, so a win win all round! ”

Nicole Katz

Senior Human Resources Manager
Sidley Austin

The Benefits

Owning and managing their future trainees' relationships in one private social community network enabled Sidley Austin to engage with future trainees in an efficient manner, giving the future joiners a sense of belonging from day one.

At a Glance

- Improved the future trainee experience
- Built commitment and high levels of trust way before the start date
- Provided a sense of belonging from day one
- Considerable reduction in administrative workload
- Clear concise candidate journey



There's so much more to **Hollaroo**

Hollaroo provides Talent Community Platforms to forward-thinking businesses. We're helping to reduce bad hires, speed up onboarding and cut attrition rates.

We're a layer which wraps around your people across every stage of your business. From initial interest and engagement through to recruitment, onboarding and nurturing your internal and alumni communications. We're proud to transform relationships across your entire talent journey.



Contact Us



+44 (0) 1727 298081



getintouch@hollaroo.com



Read our latest blogs and insights

[Read now](#)



Follow us on LinkedIn, we're sharing lots of valuable content including blog posts, industry news and research, top tips, how to guides, product and company updates.

[Follow](#)

Building Talent Communities for **sustainable** relationships

support@hollaroo.com | +44 (0) 1727 298081 | www.hollaroo.com