GA CASE STUDY
VALIDATING A NEW SOURCE OF TECH TALENT FOR A FORTUNE 100 BANK

CHALLENGE:
As a Fortune 100 Bank grew its technology organization, it became difficult to hire software engineers at the volume and pace required. They sought an alternative approach to hiring and onboarding new associates for their tech team.

SOLUTION:
Transform recent liberal arts grads into software engineers. We partnered with the Fortune 100 Bank to build a five-month developer academy, vetting candidates for aptitude and interest in tech.

- Level set foundations with online pre-course work covering baseline programming knowledge.
- Build proficiency and job-readiness with a best-in-class software engineering curriculum paired with contextualized onboarding.
- Deploy talent to two-year rotational programs that give grads exposure and rapidly scale capacity for multiple projects.
- Measure success at the individual and program level, with a regular cadence of reviews and assessments led by managers.

OUTCOME:
The Fortune 100 Bank hired every grad from the training program, effectively validating a new source of tech talent to sustain their needs. At the six-month mark, managers rated performance of program grads as equal to or higher than computer science grads in comparable roles.

WHAT AN EXECUTIVE SPONSOR SAYS
“When you create a viable path for on-the-job training, you can unlock (or leverage) the passion and potential of ‘nontraditional’ candidates.”
– VP of Talent Acquisition

BY THE NUMBERS
139 Non-Technical Graduates reskilled and hired for 2-year tech rotations.
100% Graduation & Hire Rate from training to rotational programs.
76 Average NPS signifies excellent learner satisfaction.