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.