



Sourcing Expertise: Hiring top talent for a new BCG office in Sri Lanka despite short supply

Problems in Sourcing

BCG required talent for its Sri Lanka office.



No premium university in S.L.



Difficult to source Sinhala-speaking candidates



Candidates from nearby countries like Singapore or India demanded much higher pay.

Our Solution - Scout S.L. based talent settled abroad

We decided to scout S.L.-based talent working abroad and looking to return to their home country.

- ✓ Sinhala-speaking
- ✓ Experienced and skillful
- ✓ Want to settle in S.L.

We set up a dedicated team and carried out an extensive candidate reach-out exercise. We sourced candidates, set up interviews, set salary expectations, and in just **~3 months, we successfully had our first 3 joinings.**

However, due to political instability in the country, BCG dropped the project. The 3 joinees were absorbed by the company in its ongoing projects.

This case shows our biggest strength - problem-solving beyond JDs and simply recruiting.

This case proved our mantle to the BCG leadership, which then tasked us with most crucial hiring - MDP