



How Newell Brands Is Increasing Employee Retention With an Intelligent Talent Marketplace



The Challenge

As we grow, you grow. That's the message that greets job seekers on [Newell Brands'](#) career site.

It's no surprise, then, that the consumer goods leader values digital innovation and operational excellence as they strive to be an amazing workplace for their 29,000 employees to learn, develop, and thrive. So, when Newell had the chance to completely overhaul their internal employee experience, they seized the opportunity — building a transparent, growth-centric talent marketplace with all the trimmings.

Like many companies, Newell originally invested in their external candidate experience and used their ATS as a makeshift internal job board for employees. The problem? The entire experience paled in comparison — and their internal application numbers proved it.

"It was really more of a 'data dump' than a place to find internal opportunities," admitted Ashley Blackmore, Director, North America Talent Acquisition & Operations. "As an internal employee, you could only see simple job listings," she says. "There was no search capability and job alerts were completely inaccurate. Sometimes our employees wouldn't even receive them. In fact, it was so hard for our internals to apply that they'd usually just give up altogether," she shared. "We're trying to make it as easy as possible for employees to see what roles are available to them so that they can have those discussions with their managers and take action."

Adding to the challenge, Newell didn't have any means to source internally. Instead, hiring managers would come directly to Blackmore asking for best-fit employees for a new role — but it was impossible for her to sort through 29,000 employees. "I wanted to grant hiring managers the ability to perform an internal search at the click of a button, finding exactly who they're looking for," she said.

Blackmore's primary goals echoed those of many leaders across talent acquisition and management:

- **Increase internal sourcing and hires**
- **Foster internal mobility and career development**
- **Support ways of working and wellness**

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The Solution

Already a thriving Phenom customer, Blackmore didn't hesitate to use the same Intelligent Talent Experience technology that fuels their first-class candidate and recruiter experiences for their cross-functional internal employee experience transformation.

"Based on our success on the external side with Phenom, it was an easy choice. I wanted to take what we did externally and give our employees an even better experience," she said.

Key Phenom Employee Experience products — most notably **Phenom Talent Marketplace** — offered Blackmore exactly what she was looking for:

- **Personalized job search & recommendations**
- **Quick and seamless apply process**
- **AI-driven skills matching & job alerts**
- **Enhanced referrals**
- **Transparent employee resource groups (ERGs)**

The most important element of this new experience? Crystal-clear transparency, which Blackmore emphasized as a differentiator. "We want to encourage employees to move business units if they're burnt out or looking for a new challenge," she explained. "We want to keep them within Newell and make that transition as easy as possible."

Although she and Newell's C-suite knew its value, getting their global workforce to adopt a new tool raised a potential challenge. "We hired 3,500 people in the past year and a half. All those people are asking the same question: 'Why would I sign up for internal mobility?' You have to let them know they're not just scrolling through new positions. It's so much more," Blackmore noted.

To show employees the value at their fingertips, Blackmore and her team leaned heavily on **Phenom Campaigns** to automate communication on educational materials. In addition, Blackmore continuously leverages recruitment marketing campaigns to spotlight hot jobs and jobs that need referrals. "It's a great supplement for our recruiters and keeps our internals engaged in different ways," she shared.

With **Phenom Referrals**, employees can now easily share open job opportunities with their networks by linking directly to Newell's career site or posting on social media. Not only can they easily track their own referrals, but the TA team can, too. According to Blackmore, "Being able to see in real time how many candidates employees refer — and for which positions — drives more accurate planning to fill roles faster with higher quality talent." Another measurement it illuminates? Employee engagement.

Based on years of employee feedback, another priority was simplifying how people find, join, and engage in Newell's diverse employee resource groups. With **Phenom Employee Resource Groups**, the signup process is a simple, one-stop shop. On the back-end, managers can easily create content with the **Phenom CMS** and add events to better connect members, both virtually and in person. The ability to send relevant email and text campaigns promoting upcoming events facilitates better participation, as do convenient calendar integrations to organize schedules and set reminders.

"Most of my team is built on referrals. Referrals make for a perfect culture fit and longer retention rates."

Ashley Blackmore



The Results

Armed with data, Blackmore can see that Newell's internal talent marketplace and improved employee experience is working.

"We've absolutely seen an increase in internal moves and decrease in time to fill — and that's huge," she shared. Instead of taking 45 days on average to search for an external candidate, recruiters are filling positions in just 5 days with a qualified Newell employee.

"Back when I was a recruiter at Newell, if I had 30 positions, I would maybe get one internal applicant. In just one month, we've had almost 400 internal applies. That's a 129% increase, which is amazing for us."

Blackmore has also seen internal mobility success firsthand: "I had someone move over from the talent

management team to my recruiting team right after being alerted of the opening through our internal site," she revealed. "Our employees are using it, finding roles, and making a move. It's energizing and impactful to see."

In three months, Newell gained 565 new employee signups, which means even more employees are poised to take advantage of the internal opportunities available. In addition, 349 employees were referred.

And while Blackmore says that Newell employees and recruiters don't hold back when it comes to feedback, she's pleased to report that both groups are blown away by all the capabilities they now have access to. Their support shows. *Employee retention has already increased to 73.3% despite the challenging talent landscape.*

"I'm thrilled that we can expedite and increase internal mobility, because turnover is so expensive. We want to keep our employees and make them happy — and an internal move saves us a lot of money in the long run."

Ashley Blackmore

What Newell Brands Achieved With Phenom

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Increased employee retention

Investing in their employees' growth and internal mobility is keeping more of their workers satisfied and loyal.



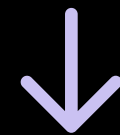
Increased Referrals

A simple, streamlined process to refer internal and external candidates is filling Newell's pipelines with vetted talent.



Increased internal applicants 129%

By more than doubling their number of internal applies, Newell is filling roles faster with higher quality talent.



Decreased time to fill 89%

Instead of taking 45 days to search for an external candidate, recruiters are filling positions in just 5 days with a qualified Newell employee.



The Future

Newell's revitalized employee experience is a gamechanger, but Blackmore recognizes that there's still room for improvement. For example, her team is currently adding metric fields for different business units so they can track internal engagement by unit and see where the most movement takes place. Combined with additional insight from [Phenom Talent Analytics](#), Newell hopes to better understand and address skills gaps and develop role-specific competencies.

In addition to trialing [Phenom Mentoring](#) — which connects employees with best-fit internal mentors that help them develop and evolve — Blackmore is highly interested in [Phenom Career Pathing](#), which helps employees think through their next career move

by receiving AI-powered skills analyses, fit scores, and personalized learning options. Further down the line, Blackmore wants to trial [Phenom Gigs](#) to provide opportunities for learning and upskilling through short-term internal projects.

"We definitely plan to go through that full journey," Blackmore said. "I have a long to-do list as we move forward, but I love knowing that internals have a place to go to further their careers. Now, they can dig in further and take their careers into their own hands. That's the culture we want to enable."

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Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, FoodSaver, Calphalon, Sistema, Sharpie, Paper Mate, Dymo, EXPO, Elmer's, Yankee Candle, Graco, NUK, Rubbermaid Commercial Products, Spontex, Coleman, Campingaz, Oster, Sunbeam, and Mr. Coffee. Newell Brands' beloved, planet friendly brands enhance and brighten consumers' lives at home and outside by creating moments of joy, building confidence, and providing peace of mind.

Industry	Consumer goods
Career site	careers.newellbrands.com
Headquarters	Atlanta, GA
Employees	29,000
ATS	Taleo



See the Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

