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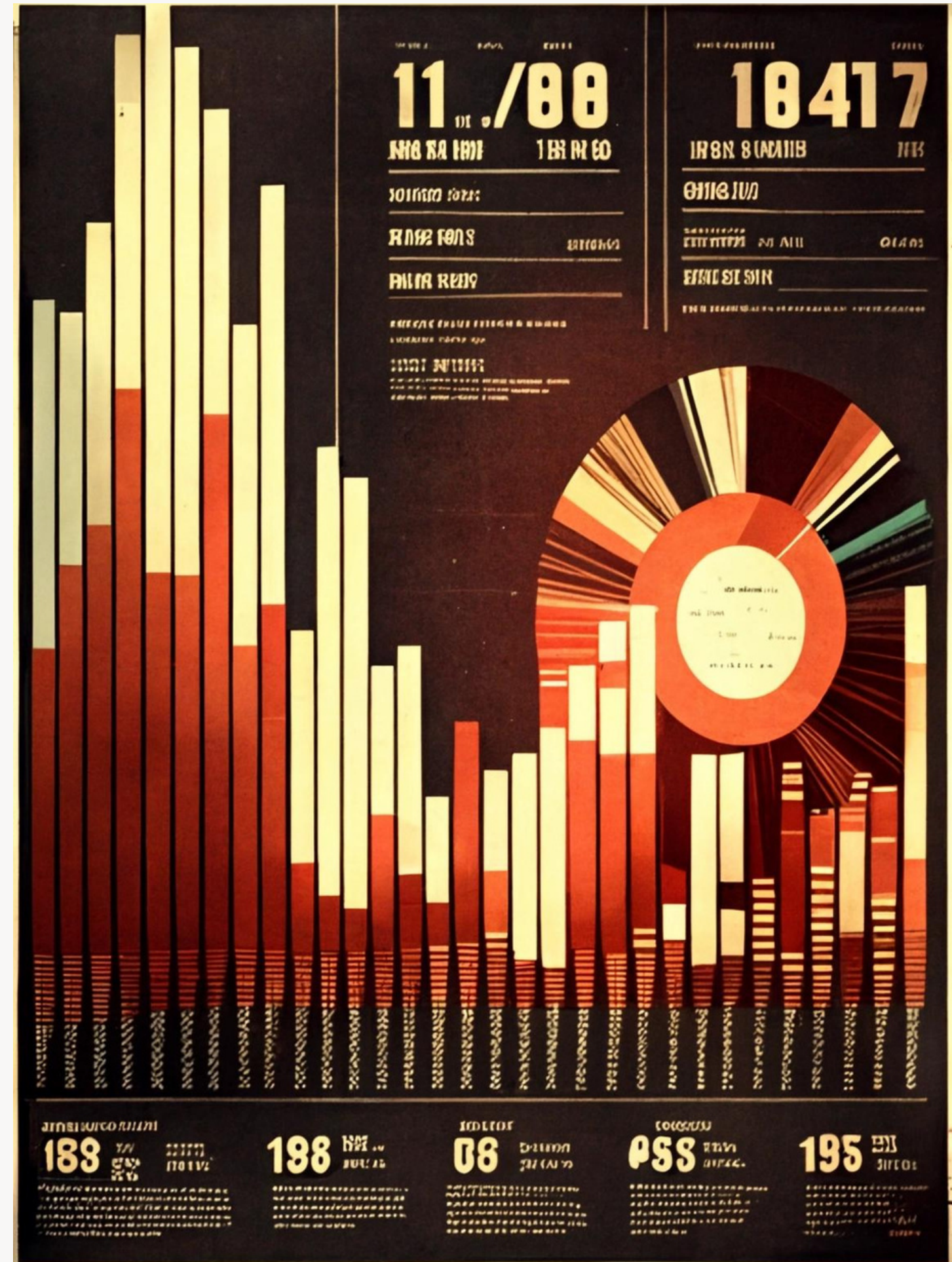
Case study: F-Secure

DEI AS THE FUEL FOR GROWTH



ABOUT THIS CASE STUDY

This case study examines how investing in DEI has helped a world-famous cyber security company F-Secure to meet high growth targets and navigate big changes in the company. The company wide DEI journey was embarked together with a Witted company Talented, that's specialized in IT Talent Acquisition and Employer Branding.



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BACKGROUND

F-Secure is a cyber security company making every digital moment secure, for everyone. To fuel growth in its technology organization, F-Secure partnered with a Witted company Talented's Senior Growth Consultant Milla Saari, who became the leading force in driving growth and DEI initiatives.

With a focus on proactive agendas for Employer Branding (EB) and Diversity, Equity, and Inclusion (DEI), Milla has helped F-Secure to meet high growth targets and navigate major changes, including a demerger and business acquisition. DEI has been pivotal in shaping the new company, fostering culture, bridging talent gaps and building new digital teams.

"HAVING MILLA AS OUR DEDICATED RECRUITING PARTNER HAS BEEN SUPERB; SHE HAS HELPED US FOCUS OUR EFFORTS AND UNDERSTAND WHAT WE ARE REALLY LOOKING FOR. SHE'S HELPED US WORK OUT HOW TO EXPLAIN THAT AND MARKET IT IN A WAY THAT APPEALS TO POTENTIAL HIRES."

TOBY WHITE, CTO, F-SECURE



THE IMPERATIVE OF DEI IN THE TALENT COMPETITION

Today, organizations' success relies increasingly on fostering Diversity, Equality, and Inclusion (DEI). DEI has transitioned from mere ethical imperatives to strategic necessities, and companies that prioritize DEI initiatives lead the competition over talents and thrive in global markets.

Moreover, diversity fuels creativity and innovation. A diverse workforce brings a variety of perspectives, experiences, and ideas to the table. This diversity of thought sparks creativity, leading to innovative solutions and strategies that drive business growth.

FROM SMALL UPDATES TO A STRATEGIC APPROACH

DEI initiatives were kicked off by updating all F-Secure's recruitment materials from job ads to communication letters, and sharing hiring managers templates and best practices for writing attractive and inclusive job ads. Also new employer branding and recruitment marketing materials were created in collaboration with marketing team.

To get everyone on board in ensuring inclusivity in talent acquisition, several trainings were organized for all employees in addition to hundreds of 1:1's with managers. Elevating DEI strategically, a dedicated committee was formed, scaling DEI activities across the organization and embedding it in F-Secure's culture and values.



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DEI INITIATIVES

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DEI COMMITTEE

Scaling DEI activities throughout the company, consists of 15 DEI advocates

RECRUITMENT

Setting targets to hire diverse talent, setting up diverse interview panels, updating job description guidelines

PARTNERSHIPS

Collaboration with Women in Tech, Helsinki Pride, schools and international talent communities

LANGUAGE

Language policies updated for job ads and communication templates

EVENTS

Onsite and virtual events for students, international talent and women in tech

TRAININGS

DEI trainings for employees around the company

“MILLA HAS BEEN AMAZING IN GETTING EVERYBODY INVOLVED AND MOTIVATED TO TAKE PART IN THE RECRUITMENT PROCESS WHERE THEY NEED TO BE AND WHERE THEY CAN MAKE A DIFFERENCE.”

TOBY WHITE, CTO, F-SECURE

100+ CYBER SECURITY TALENTS HIRED IN ONE YEAR

Combining proactive hiring and continuous EB and DEI initiatives has helped F-Secure to hire over 100 cyber security professionals in one year. Talent acquisition practices and employer branding have also been actively enhanced for better results.

- Enhancing recruitment and HR processes
- Designing career journeys for technology organization's Fellows to enhance career prospects
- Implementing internal career rotation and referral programs
- Creating an employer branding strategy and enhancing employer brand



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WITTED

We help you find the best tech talent to accelerate digital development and transformation

- A 500+ strong Nordic software consulting company, offices in Finland, Norway, Sweden, Denmark and US.
- Revenue 53 MEUR in 2022
- Listed on NASDAQ First North Growth Market
- Building the best IT work life with unique employee offerings in several Witted companies including Witted Partners, Mavericks, Talented and NeXec.

SOFTWARE DEVELOPMENT

Accelerate your software development and secure its continuity

GROWTH CONSULTING

Hire the right people and become a more appealing employer

BUSINESS & DIGITAL TRANSFORMATION

Secure your competitive advantage

A stylized map of Witted's global office locations. The map shows the outlines of North America, Europe, and parts of Asia. A black dot is placed on the East Coast of the United States, labeled 'NEW YORK CITY'. Another set of black dots is placed in Northern Europe, labeled with the names of several cities: 'OSLO', 'STOCKHOLM', 'COPENHAGEN', 'TURKU', 'HELSINKI', 'TAMPERE', and 'OULU'.

● NEW YORK CITY

Read more at
www.witted.com