Empowering Employees to Write their Own Success Story

Founded in 1926, RSM operates in more than 90 offices across the U.S. and Canada (87 U.S., 4 Canada), and hires roughly 3,000 employees every year.

Why Cornerstone

RSM employees are encouraged to bring their true, authentic selves to work.

The company calls it, “The Power of Being Understood™.” Employees share their talents and hobbies as yoga teachers, artists and poets, while performing their roles as accountants and customer service representatives, for example. It’s a defining aspect of RSM culture.

RSM relies on its talent management team to help employees pursue both personal and professional goals. But scaling the Power of Being Understood across nearly 11,000 employees is no easy feat.

RSM adopted Cornerstone’s Recruiting, Learning and Performance Suites to improve talent management across the employee journey—from hire to retire. Cornerstone’s candidate-friendly recruitment process, easily accessible learning courses and continuous performance management gives RSM employees the tools to succeed.

Industry: Business Services
Region: U.S. and Canada
Employees: 10,000
Live Since: 2015

Business Impact: RSM hired more qualified employees and increased L&D engagement. A holistic approach drives employee satisfaction and allows RSM to provide exceptional service to clients.
The Results

Hired more qualified employees. In a competitive market and at a time of low unemployment, RSM impresses candidates with a simple and straightforward application process that communicates RSM’s differentiators, turning to Cornerstone’s recruiting suite.

“Before Cornerstone, our application process was fifteen-pages long and looked archaic to our candidates,” says Brea Fritsche, talent acquisition center of excellence leader at RSM.

Working with Cornerstone, RSM made the recruiting pages accessible on mobile, more intuitive to navigate. “We want candidates to know who we are, what we are and why we are,” said Mike Baron, talent acquisition leader with RSM.

RSM's hiring successes increased. In 2018, RSM hired 400 more employees than the same time the previous year.

Increased growth and development across the organization. RSM aims to hire the best and brightest individuals, so it's no surprise that employees are always looking to improve by learning new skills and prioritizing professional development.

Through Cornerstone's Learning Suite, RSM employees have access to more than 7,800 educational courses that focus on everything from leadership and communication skills to more tactical certification trainings.

Research shows this type of continuous learning pays dividends: LinkedIn's 2018 research found that 94 percent of employees will stay at a company longer if the company invests in their development. With Cornerstone, RSM employees receive relevant courses that are tailored to their specific goals. As a result, average tenure increased.

Turned annual performance reviews into continuous conversations. Using Cornerstone's Performance Suite, RSM phased out its annual performance review in favor of more regular performance conversations.

The process in place today encourages managers to share feedback with employees continuously through the Cornerstone Performance Suite. The program, known internally as "Project Feedback," helps employees better understand their strengths and weaknesses, empowering them to keep improving themselves and their work.

Last quarter, 95% of employees said they had consistent conversations with their career advisors, and 90% said they have been updating their goals in Cornerstone.

Infused the "Power of Being Understood" across each step in the talent experience. With the Recruiting, Learning and Performance Suites in place, RSM created a scalable and holistic talent experience for candidates, new-hires and employees at every stage of their growth. This culture of learning and feedback empowers employees to do their best work and feel the Power of Being Understood every day.

Cornerstone has allowed us to shift toward agile performance management, improving the way everyone works.

Ken Bansemer
Senior Director: Talent Management, Systems and Data

95% percent of employees who said they’d had consistent conversations with managers through Cornerstone

The Results

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<thead>
<tr>
<th>College Interns</th>
<th>Recent Graduates</th>
<th>Experienced Professionals</th>
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<tr>
<td>1,016</td>
<td>1,129</td>
<td>1,727</td>
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