

# A Critical Business Transformation:

Telstra was undergoing their biggest strategy transformation ever. They were changing into a wider 'technology business' from a 'telco business'. Critical business targets had to be met to ensure success.

To do this Telstra needed to build and enhance priority talent capabilities and drive key cultural shifts in their Critical Advantage Talent Segments (CATS).

Telstra needed to **both** attract and retain talent across their hard-to-fill talent markets at speed and at scale.

The Martec's AI-powered content platform was deployed to understand the interests of these talent segments - allowing the creation of a personalized talent communication strategy that engaged talent across multiple channels.

To this day Telstra is fed a steady stream of valuable information to hire and build talent pools in CATs segments, enabling their wider innovation and ambition.

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