

BUSINESS CASE

Ensuring successful leadership
promotions through objectivity
and rigor

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Challenge

A Spanish multinational—Europe’s leader in consulting and technology solutions—employs more than 50,000 professionals in 140 countries and competes in a volatile, fiercely competitive market. Confronted with constant change, the firm set out to harness its internal talent and place its strongest people in leadership roles.

Our mandate was to build a consistent talent-management framework. We defined clear, shared promotion criteria and embedded safeguards to curb bias. The process is transparent, objective, sustainable and scalable, enabling swift decisions that align career aspirations with urgent business needs.

The assignment demanded tight timelines, assessment of a large candidate pool and delivery in multiple languages. A senior team with deep experience in comparable programmes proved decisive in meeting deadlines and providing every participant with a uniform, high-quality experience.





Solution

The following phases were carried out:

1

Success profile definition

Drawing on the client's leadership model, we specified a success profile for the target roles. This benchmark clarified the gap between each candidate's potential and the capabilities required for advancement.

2

Potential assessment

Using Management Audit methodology, we assessed every professional eligible for promotion. The result was an individual, valid, and reliable diagnosis of leadership potential.

3

Insight generation

We produced two deliverables:

- Individual reports detailing each candidate's strengths and development areas.
- An aggregate view showing the collective gap between the current cohort and the success profile.

4

Decision-making & action planning

During calibration meetings the client used these insights to reach consistent, evidence-based promotion decisions. Tailored action plans now guide each candidate's development toward the new role.



Results & impact

Introducing an external checkpoint in the promotion process enabled the company to:

- Increase objectivity and discipline in one of its most critical talent-management procedures.
- Boost operational efficiency by delegating the end-to-end diagnostic process to an expert partner.
- Mitigate people-related risks by raising promotion success rates and shortening leaders' adaptation curves.
- Strengthen transparency and fairness, enhancing employees' perception of merit-based advancement.
- Identify development needs early, so non-selected candidates are better prepared for future opportunities.



High satisfaction with the initial rollout turned the assessment into a recurring fixture of the leadership-promotion framework.



Key success factors

- **Talengo's deep understanding** of the client's strategy and operating context.
- **Rapid, agile delivery** without compromising quality or analytical rigor.
- **Continuous communication** within the joint project team, ensuring seamless information flow.
- **A stable, senior team** skilled in evaluation methodology and talent development.
- **A value proposition** that balances efficiency with the validity and reliability of every insight.
- **A partnership mindset** focused on building a sustainable process that supports long-term growth.

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Need to inject greater objectivity and discipline into your leadership-promotion process? Let's talk.

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