

强生(中国)医疗器械有限公司  
Johnson & Johnson Medical (China) Ltd.

**The Challenge:** Identify and recruit appropriate graduates from target universities through competent assessment and target selection

**The Solution:** Tailor-made assessment process, especially on designing simulative target selection program

**The Result:** Offers were extended to 80 best-fit graduates to join Johnson & Johnson Medical China in 2008

### Johnson & Johnson Medical China

Johnson & Johnson Medical China, founded in 1994, is a wholly foreign owned enterprise of Johnson & Johnson in China. They are mainly engaged in providing a comprehensive range of products and services in the focus areas of Wound Closure and Management, Minimally Invasive Surgery, Circulatory Disease Management, Musculo-Skeletal Disease Management, Women's Health, Diabetes Care and Ortho-diagnostic.

The company earned the title of "Best Employer in China" in 2003. It was once again selected as the No. 2 "Best Employer in China" in the Best Employer in Asia survey co-conducted by the Hewitt and the Chinese Version of the Harvard Business Review in 2005. The company also ranked among the top 8 "Best Employer in Asia" in the same Survey.

### BACKGROUND

Johnson & Johnson Medical China's aim was to hire best-fit young talent to assume important positions in the organisation very early in their career. The program is conducted annually in

China. To ensure good execution in selection and effective implementation of this program, Johnson & Johnson Medical China was looking for a partner with the following criteria and capabilities:

1. Solid recruitment background and experience in selecting high potential graduates
2. Campus Recruitment process knowledge and understanding
3. Solid assessment methodology in line with best practices
4. Ability to carry out full project management and administrative support across China

## CHALLENGE

Johnson & Johnson Medical China's campus recruitment is not only made up of sales & marketing but also included supporting functions. Their target was to hire over 80 fresh best-fit graduates from multiple cities at the same time.

The scope of recruitment covered 10 cities:

Beijing / Chengdu / Guangzhou /  
Wuhan / Shanghai / Shenyang / Xi'an /  
Tianjin / Hangzhou / Nanjing

## APPROACH

Based on the client's requirements, Career RPO offered a tailor-made solution combining onsite support with face-to-face interviews in the 10 cities. The project was executed jointly with Career RPO and Johnson & Johnson Medical China's assessors (HR and Line Managers) to guarantee effective

Johnson & Johnson Medical China held campus talks at 8 top universities in the cities listed above, with the number of fresh graduate applications reaching 6,000. Johnson & Johnson Medical required support for an effective, professional, efficient, competent and consistent approach in designing, implementing and managing a campus recruitment assessment centre in every city mentioned above. This project was to be executed in 2 months.

interviewing of candidates based on competencies and culture fit.

\* Integrated assessment process where the 1<sup>st</sup> round was assessed by Career RPO's well-trained interviewers. A joint final round of assessments was carried out by both Career RPO and client (HR & BU Heads) as a simulative group session (Competency-based interviews).

## RESULTS

After the group session, offers were extended to 80 high potential graduates to join the Johnson & Johnson Medical China.

"They are very effective in running this campus recruitment project and service is quite customer-oriented. Thanks to your whole team for (your) kind support and (we) hope to copy 'the best practice' to (our) 2009 campus program!"

Quote from Ms. Wendy Zhang HR Manager