



Strategic Partner Case Study: Talent Center for Human Resources Management



The Organization

[Talent Center for Human Resources Management](#) is a pioneer center in Sudan devoted to enhancing HRM careers in the country with a variety of services and offerings. Talent Center provides Human Resources Consulting to help companies solve HR challenges using best practices from policies and procedures to performance management and talent strategy. They are also the first CIPD providers in Sudan, having successfully graduated over 40 Associate CIPD members. Since 2012, Talent Center has been providing internal and external recruitment services and has recruitment contracts with several of the largest employers in Sudan, as well as partners in the Middle East. They have provided all kinds of management, HR, customer service, and soft skills courses and will be adding more to their portfolio.

The Challenge

For many years, Sudan was a country closed off to the rest of the world, prohibiting foreign companies from entering and doing business with local Sudanese counterparts. During this time, employers in Sudan had no access to reliable labor market data, which is one of the most fundamental tools to properly manage talent within their organizations. Senior HR managers would rely on personal connections and relationships with other senior HR practitioners at the higher level to get the information they need, while those with smaller networks did not have much to work with and were left in the dark. Talent Center knew that managing human resources as a function needed to change in Sudan, and access to salary data needed to be widely available.

“I have a very clear goal for myself and for my company. It is the main reason for starting my organization. I felt at the time, the challenge I faced with top management in different companies is that they did not understand the role of human resources. They were treating HR as personnel, the old model. This is why people need to be paid well, they need learning and development, performance management, and hiring good people. I wanted to enhance human resource management in Sudan.”

- Mawahib Osman, General Manager for Talent Center for Human Resource Management

The Partnership

In addition to expertise and capacity, Talent Center knew that if they were to choose a strategic partner, it needed to be an international firm. One that can handle the sensitivity that came with salary data, as well as present results transparently without compromising its participants. When Talent Center learned about Birches Group and its large survey footprint not only in Africa, but also globally, they did not hesitate to enter into a partnership. They also saw that Birches Group can provide support in other areas of human resources, particularly in job evaluation and learning and development which were gaps among HR practitioners in the country.

Through Talent Center, Birches Group was able to enter the Sudan market at the right time, when clear, transparent, and objective salary surveys were needed to support compensation management programs in the country. Similarly, this partnership was able to bring Talent Center to the forefront of employers in Sudan making them the go-to HR organization for training, learning and development, consulting, and now labor market data.

Osman said, “At that time, when it came to salary surveys, that was suffering a lot. I did not hesitate to partner with you, and I did not look for other options.”

The Results

Much of the hesitation that came with sharing salary information in Sudan was that local employers needed the assurance that their data will be handled with confidentiality by an entity separate from organizations in the country. The strategic partnership between Birches Group and Talent Center has been one of its most successful.

Through the partnership, Talent Center was able to provide the most critical tool and information that local employers in Sudan needed for a long time – salary survey data. Through this strategic partnership, Talent Center was able to help Birches Group initiate a salary survey, quickly collect salary data, both in-person and remotely, and provide updated and timely comprehensive labor market information to its clients.

With its extensive experience in training, Talent Center was able to educate its clients about compensation management and survey data trends in Sudan through Birches Group’s thought

leadership and events, further supporting the personal development of HR practitioners in the country.

Through Talent Center's network, Birches Group was able to initiate a salary survey in Sudan making it one of our biggest surveys in Africa and globally. Talent Center continues to promote and grow survey participation where the majority of our participants are annual subscribers.

If you're looking for innovative HR solutions, tools, and data to keep up with the needs of clients or members in your country, explore Birches Group's Strategic Partner Program. We are ready to assist local consultants, associations and chambers looking for reliable HR services and expertise, while enhancing your organization's profile and business to your clients or members at the same time. Contact us to learn more.

Be a Birches Group Partner

Birches Group is looking to collaborate with local human resources associations, chambers, and consultants that seek to provide innovative talent management solutions to their network of clients or members.

As a strategic partner, you'll gain access to the latest labor market information, HR tools, and expertise tailored specifically to your region and country. Our team of HR experts will work with you to provide solutions that meet the unique needs of your members or clients.

In addition, you'll have the opportunity to collaborate with us on a range of promotional activities and events. We'll work with you to ensure that your network stays up to date on the latest compensation trends and best practices in talent management.

Contact us to learn more about our Strategic Partner Program and how we can help you deliver the innovative HR solutions that your members or clients deserve.

Contact Us

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