



CIRQUE DU SOLEIL ORGANIZATIONAL RECRUITMENT STRATEGIES

SAMPLE MATERIAL

01



TALENT RECRUITMENT

Cirque Du Soleil has one of the most diversified and global-spanning recruitment processes in all of the world. The Montreal-based organization sends casting directors to various parts of the world such as China, Brazil, Russia, Germany, and Italy to find talent to join their vision and creative environment. The multi-million dollar private company strives to create an environment that helps the talent in their shows grow, push their boundaries, and express their creative freedoms. In order to accomplish this massive feat, while trying to keep multiple shows touring and in production, the casting directors are tasked with internal recruitment practices of auditioning candidates all over the world. If a candidate is a match for the production, the directors then have to examine whether the show, cast mates, and dynamics would be an opportunity for the performer to grow, learn, and thrive. Careful consideration of cultural backgrounds, language barriers, and performer personality are taken into consideration during the hiring process.

TALENT RECRUITMENT COMPARISONS

02

In terms of the recruitment strategies Cirque du Soleil utilizes in comparison to other sectors of the entertainment industry, there is an elevated standard of protecting the artistry and the talent that makes the story come to life in every performance. While a team member at headquarters might obtain a position through the traditional sectors of recruitment (internet sites, networking, employment postings), the performers, composers, costume designers, and production team are all hand-picked and vetted to enhance the overall effect of the brand. This form of entertainment that marries production with sport is unique and does not follow the same recruitment strategies as a traditional sports industry athlete or a broadway actor. The Harvard Business Case makes it abundantly clear that ensuring a safe, productive, and creative work environment for Cirque performers that enhances the production value and gives a sense of "magic" is of utmost importance to the founder. Most companies do not let "creativity" be their driving factor and motivator. Therefore, they do not make hiring decisions based on protecting the creativity of a product.



IMPLEMENTING CIRQUE DU SOLEIL RECRUITMENT STRATEGIES

Cirque du Soleil provides a various array of positions and opportunities that are unique to their company. Being privatized and not answering to stakeholders and a board allows the leaders to prioritize the atmosphere created for the employees. Throughout the Harvard Business Case analysis, employees boast about the working conditions and dedication to employee happiness. Employees enjoy benefits such as: linguists on sight, chef prepared meals, travel opportunities, and tickets to the shows. More importantly, there is a corporate focus on growing individuals in their craft and making them better. The Cirque du Soleil culture of allowing individual creativity and the betterment for every single employee is a strategy than many companies and organizations could benefit from implementing in their own staffing practices.

THE PRODUCT MENTALITY

04

The defining characteristic surrounding the team culture in the Cirque du Soleil organization is the focus on the product. The founder, Guy Laiberté, centers all of the functions of the company around the final product which is the artistic experience of his shows. The goal is for the customers to leave having experienced something magical that they will continue to come back to in the future. Leadership creates a family-type community among performers and crews and gives them opportunities to connect with each other. The production managers foster a sense of belonging and everyone is made to feel that they are contributing to the ultimate success of the show.



BUILDING CULTURE THROUGH RECRUITMENT

LEADERSHIP

The founder, directors, and managers of various aspects of the company allow the employees to have a voice. Through their corporate newsletter, people could write in and express their concerns.

PERFORMERS

The talent and performers that make the show happen are treated with the utmost respect and are the center focus when it comes to health, safety, and happiness. They are encouraged to push boundaries in their craft.

SUPPORT STAFF

Every member of the company is made to feel that they are an integral component to making final productions happen. Corporate parties are held where they get to help celebrate new shows.

TAKEAWAYS FROM CIRQUE CULTURE

06 & 07

As someone who loves Las Vegas and has seen multiple Cirque du Soleil shows, it was absolutely fascinating to learn about the inner-workings of the entertainment company. From the culture built around creativity to the founder insisting that he will never go public, there are so many interesting facets to their structure. An interesting takeaway is knowing they came from humble beginnings then tried to split into three regional headquarters once they got bigger but ultimately determined that it wouldn't work. Time and time again the Harvard Business Case refers to Cirque du Soleil being centered around effective communication and eliminating some of the corporate bureaucracy that can limit and stifle its employees. It is a lesson for me in the regards of ensuring that I am listening and creating spaces for all those that work with and for me to thrive.



Reference

Delong, T. J., & Vijayaraghavan, V. J. (2002). Cirque Du Soleil. Harvard Business School. Retrieved from [https://tamu.blackboard.com/bbcswebdav/pid-6920186-dt-content-rid-70185416_1/courses/SPMT.612.700.2021/Cirque du Soleil Case.pdf](https://tamu.blackboard.com/bbcswebdav/pid-6920186-dt-content-rid-70185416_1/courses/SPMT.612.700.2021/Cirque%20du%20Soleil%20Case.pdf)