

## **Case Study:**

**Established and well reputed Management Consultancy, based in the US building new market capability.**

### **Challenge**

After a recent acquisition the client had the drive and timing to build out its consulting capability on a global scale. Of particular focus was the need to develop the communications practice, to support a major business transformation project secured with a giant Tier One operator.

Building a team of 10 highly credible senior managers to be engaged on site within tight timescales was deemed critical to the success or failure of the overall project.

The client recognised the need to on board a team with 10+years experience in management consulting, specific expertise in large scale telecoms projects for fixed line service providers and available in under one month.

Without a presence in the UK sourcing this hard to find talent would be very difficult. The client understood the limitations of traditional recruitment solutions PSL agencies/advertising/contingency methods. These senior level individuals are highly regarded by their current organisations and unlikely to leave without a compelling message.

### **Solution**

To be successful in this project our client required a focused, pro-active and results driven staffing solution to achieve their goals.

We engaged with key stake holders to determine a powerful strategy, including source lists of competitive or complimentary firms to be targeted. In the research phase we were able to identify a number of individuals and reached out to compel them to consider our client as the employer of choice.

## Results

- 20 Submissions – 18 requested for interview
- 10 individuals offered and accepted
- All candidates were identified, hired and on-boarded – all within Q1

## Value

The client was able to exploit an immediate revenue opportunity through on-boarding of billable consultants, facilitating their delivery capability in the EMEA region.

The solution enabled the client to reduce the amount of time invested in staffing to focus on their customer, while maintaining a proactive focussed staffing strategy.

The client enjoyed hiring ratios of better than 2 to 1 on candidate interview to offer.

By talking with over 100 individuals we were able to build awareness of our client's successes to the general market in addition to corporate marketing strategies. This helped create a market perception that our client who had only just entered the UK market has delivery capability through increased headcount.