

Case Study 2

Strategic Recruitment Strategy to Fulfil Growth Targets

Sector: *Project Management / Quantity Surveying*

Client: *Top 20 PM / QS Consultancy*

Appointment: *Various Strategic Senior Management Roles*

Client Overview

Our client was formed following an ambitious management buyout, and through a climate of change and uncertainty, has enjoyed a growing reputation for the delivery of high quality services underpinned by a passionate, solution led approach.

McCoy James has successfully built a strategic alliance with this client over a number of years and this assignment has proved to be the benchmark of how McCoy James works with its clients.

Assignment Requirements

Following an MBO of the business our client set out a strategic growth plan which would see the business grow from approximately 300 people to 1,000 within 5 years.

To achieve this the business needed to ensure that it had the right infrastructure in place to facilitate what is a very challenging target.

McCoy James's involvement was to work closely with the Executive Board in formulating and implementing a proactive and confidential recruitment strategy which would identify and attract key talent in the marketplace with the track record and capabilities of strengthening our client's reputation in the market.

McCoy James's Recommended Strategy

After a number of one-to-one consultations with individual Board members McCoy James presented a recommended recruitment strategy document which

outlined the process of which the company should follow.

This process included the following:

- ◆ *McCoy James appointing a designated research team and an Account Manager to liaise closely with the Board on potential target markets.*
- ◆ *McCoy James setting up a bespoke database to store information gathered through market mapping and market intelligence.*
- ◆ *McCoy James was also involved in the development of various management structures to ensure that a 'leaders for the future' programme was created in order to develop existing talent within the business.*
- ◆ *McCoy James trained key decision makers in the importance of selling the business to potential candidates as it was identified that this was not being done effectively.*

Results

Due to this ongoing, proactive and interactive strategy our client has successfully appointed a number of key individuals to the business resulting in significant raising of their profit, client retention, new business generation and increased profit.

Successes include:

- ◆ *Group Managing Director*
- ◆ *Regional Managing Partner*
- ◆ *Director of Growth*
- ◆ *London Partner*