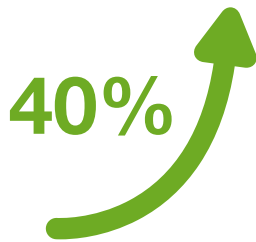




“An uncertain market,  
flat line growth...  
and we need a plan!”

The Headline Results



Increase in profit in 24 months  
(2016 - 2017)



5 high potential team performers  
recruited and retained



Repositioning in the market,  
now a specialist niche player



Managing performance has  
become a way of working

## The Challenge

When we first met with our client Forde Recruitment, a leading recruitment business based in Yorkshire, they were experiencing challenging times and needed some expert and 'hands on' support with their long-term strategic plan.

The company had been enjoying continuing success for the past 20 years, but had lately seen the absence of any significant growth. Forde Recruitment was facing flat line growth and increasing market pressures and needed to act quickly in order to "turn the ship".

For that reason, their Managing Director, Paul Forde sought out the expertise of Patrick Maloney, to support the development of their long-term business strategy.

Paul recognised that they were facing a critical point in the companies history and they needed to tackle head on the challenges ahead so they could look forward to the next 20+ years of business success.

Following Lead Talent's intervention and on going support over the next 18 months, the business experienced some remarkable and transformational results.

## The Situation

Forde Recruitment, a leading operator in the recruitment sector for over 20 years, was experiencing a variety of challenges across the business. They recognised that as a business they needed to refocus and develop a long-term strategy. Their immediate issues included:

- High staff turnover
- A lack of performance management
- Challenges around approach and leadership style
- Limited value proposition
- Inconsistent database management systems
- Limited strategic market/competitor knowledge
- Lack of innovation
- No evidence of Succession Planning

The first thing we needed to undertake was a 'deep dive' into the business. Part of this process included one-to-one interviews with the owners and the senior/mid level team members.

What is critical to our success with our clients is taking that time to get to know a business and their team. We look at your customer experience, carry out a talent review, undertake a business audit and analyse your operational execution.

This working methodology allows us to base our recommendations for the future of a business on knowledge and not assumption.

Following an intensive review of their business situation, Patrick then presented his findings and recommendations back to the team at Forde Recruitment.



2 areas of sector recruitment were stopped to improve focus



Company owner is now enjoying a better work life balance

## The Plan

Our approach is always one of straight talking and honest feedback and that's exactly what Forde Recruitment received.

First we presented the findings of the deep dive to the senior team and began to formulate a plan of action working in partnership with the team to start 'turning the ship' as quickly as possible. It was imperative that the plan could be executed alongside the recruitment and development of the team to ensure positive change came about quickly.

The main focus was on the development of a powerful strategic plan based on 4 key areas;

- 1 > Leadership
- 2 > Operational Management
- 3 > Marketing and Brand
- 4 > Talent Development

Throughout the whole process the team at Forde Recruitment were held accountable for the delivery of the plan.

Patrick also spent a significant amount of time working in partnership with the senior management team to bridge any competency gaps. This activity delivered massive return and also facilitated some really quick wins for the company.

Once the results started to take shape, Patrick's remit moved steadily towards one of 'trusted advisor' and remains that way to this day.

## The Results

- Forde Recruitment experienced a 40% increase in profit in 24 months (2016-2017)
- They repositioning themselves in the market from a generalist recruiter to a specialist niche player
- They stopped recruiting in 2 sectors which delivered a clearer focus and market positioning
- Forde Recruitment developed and introduced a new recruitment and attraction strategy and identified key appointments resulting in the recruitment and retention of 5 high potential team performers
- Managing performance has become a way of working
- Company owner is now enjoying a better work life balance
- Bridged competency gaps to deliver greater return and quicker wins
- Development of a highly targeted sales, marketing and financial strategies by business division
- Divisional management coaching, performance management and IT upgrade

Patrick continues to work with Forde Recruitment building on the successes and wins achieved over the past year. But what does our client have to say about their experience of working with Lead Talent?

## The Client Feedback

"I established my recruitment business over 25 years ago and although I ran a successful company, I decided that the business needed to refocus, and we needed to look at our long-term strategy.

I met with Patrick for an initial consultation to find out how he could support my business, and recognised that his skills and experience in the recruitment arena could definitely add value. From the initial consultation, planning phase and through to implementation, Patrick and Lead Talent supported my company and I on our journey. We covered the financial aspects and projections, operational plans, sales and marketing support and talent attraction and development as part of devising our robust strategic plan to support us for our future growth".

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"12 months on, all key business lines have seen profitable growth and the business has grown. I would recommend Patrick to any organisation, which needs to try a fresh approach and wants to review its strategic plan".

Paul Forde -  
Managing Director  
Forde Recruitment

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**LEAD TALENT**



To discuss how Patrick and the team at Lead Talent can help you realise your business potential please call or email Patrick for a confidential chat about your circumstances.

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