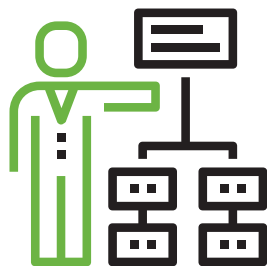
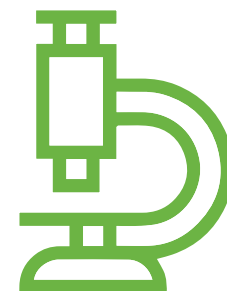


No point of difference,
pricing issues
and perceived as a
'me too' provider – time for
an outside perspective

The Headline Results: (May 2018)



3 year strategic plan agreed
and implemented



Re focused the organisation and
launched the mme value proposition

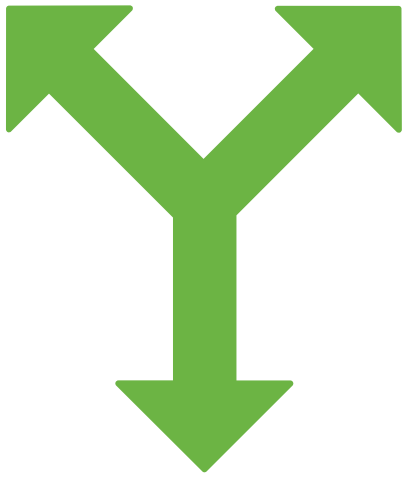


Launched
mme
Professionals



Initial financial results gross profit
up 25% year on year (the financial results
will be seen within 12-18 months)

The Challenge (June 2017)



mme was established in 2006, based in the Northern Beaches area of Sydney, Australia. Business was flatlining year on year, the owners of the business were starting to fall out of love with the industry they had built up and had reached a crossroads.

mme wanted to be further up the value chain, competing with roles in the city, but didn't know how to get there. It was time for an outside perspective and a reinvigoration.



Lorraine Mitchell and Suzy Morley (joint MD's of mme) had researched people within the local market, but couldn't find anyone to help them make that leap.

Lorraine approached Patrick Maloney, as they had previously worked together when they were both regional managers. This was prior to Patrick becoming MD of one of the biggest recruitment firms in the UK, and before establishing Lead Talent. Patrick, a Management Consultant with over 25 years experience in the recruitment sector, at a senior and strategic level was the obvious choice. Patrick had the expertise and experience of working within one of the most competitive recruitment markets in the world and a wealth of experience in helping SME's achieve their goals through sustainable, profitable growth.

The Situation

Lead Talent undertook an indepth 'discovery' into the business. Combined with face to face interviews with existing clients and telephone interviews with competitor agencies. Key findings became apparent:

- **No consistent plan / direction or focus**
- **The brand had a weak point of difference**
- **Pricing issues and no quantifying of what was different (perceived cost v's actual)**
- **For the better paid jobs, people headed to the city for their recruitment needs**
- **Too much focus on the lower end of the market**
- **Lack of any kind of value proposition or consistent marketing activity**
- **Perceived as a 'me too' provider**



The Plan

Lead Talent's approach is always one of no nonsense, straight talking. Patrick presented the feedback from the discovery to the owners of the business and formulated a 3 year plan. The main focus being the development of a powerful, strategic plan across 4 key areas: Financial, Operational, Talent and Brand.

Lead Talent worked with mme on their value proposition, (both candidate and client), which established a foundation upon which the marketing and sales activities could be built.

Having a strong value proposition also provided the mme team with a consistent and cohesive way to talk about the business and connect with clients and candidates.

Lead Talent provided mme with a robust brand and marketing plan, across all relevant platforms. For the first time, they had a detailed calendar of key activity throughout the year.

A robust, internal recruitment plan was put in place, to ensure mme recruited the right people for the right seats. Individual profiles and team profiles were also undertaken, via psychometric tests. This also helped to shape an effective appraisal, training and development plan.

Training and development of their people was undertaken by Lead Talent and led to the creation of bespoke 'How To' guides and coaching cards. This enabled the senior team within mme to deliver structured training sessions to their teams.



The Results

- **3 year strategic plan agreed and implemented**
- **Recruited 4 new team members and implemented a new recruitment process - the mme Job Match, selection process**
- **Launched a new sector – mme Professionals**
- **Re focused the organisation and launched the mme value proposition**
- **Launched a brand activation plan, aligned to the business plan**
- **Strong market strategy**
- **Initial financial results gross profit up 25% year on year (the financial results will be seen within 12-18 months)**
- **Had their best ever quarter, 3 months into working with Patrick Maloney and the Lead Talent team**
- **An engaged and motivated senior management team driving forward the new direction, focus and innovation of the business**

Client feedback / testimonial

Having been in business for 12 years, Loraine and I felt that mme had begun to stagnate and we needed an outside perspective to help us strategically drive the business to the next level and sustain our growth. We wanted to change our perception in the market and operate within a more robust structure.

We chose Patrick & Lead Talent for a few reasons : Firstly the connection with Loraine meant that we had a genuine insight into Patrick's success within the recruitment sector. Secondly, we knew he'd had experience transitioning underperforming branches into profitable ones, and thirdly, we wanted to utilise his experience in the UK market to leapfrog the competition here in Australia.

From the start we were blown away by Lead Talent's engagement with our business. When you work with Patrick he focusses 100% on you and becomes invested in the process, your business and your results. He holds you to account and drives you forward when it's very easy to fall back into the operational needs of the business. He's innovative and generous with his knowledge.

We saw an immediate lift in sales with a tangible value proposition, we identified our people strengths & weaknesses to upskill and/or exit team members and we launched a new division to lift us higher up the value chain. We now have a robust plan to support our operational and financial targets.

We hit our financial targets in the first 12 months and continue to work at significantly higher margins with sustained growth. We have realigned our recruitment and retention strategies and have developed a market focused operation to allow our staff and clients flexibility.

We are continuing to work with Patrick and we value his ongoing support and advice. Plans for the future include the implementation of an EOS management system, continued upskilling of staff and the definition of a succession plan for our leadership team.

.....

“We hit our financial targets in the first 12 months and continue to work at significantly higher margins with sustained growth. We have realigned our recruitment and retention strategies and have developed a market focused operation to allow our staff and clients flexibility.”

Suzy Morley - Founder and Director, Mitchell Morley Employment



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.

Phone: 07715 326 502

Email: patrick.maloney@lead-talent.co.uk

The Granary Office, Carlstonhill Farm,
Paddock House Lane,
Wetherby LS22 4BN
Phone: 01423 603 602
Email: info@lead-talent.co.uk
www.lead-talent.co.uk