



Case Study – Recruitment

“Professional” | “Enthusiastic” | “Knowledgeable” | “Interested” | “Fun”

Creative Leadership were brought in to Home Learning College (an ECI Equity Partner Investment) as part of a major transformation project by Alan Evans, CEO and Martin Hall, National Sales Director.

Over a period of 3 months, Creative Leadership led the programme to redesign the recruitment and on-boarding process for professional advisers and managers

During their time working as an integral part of the Sales team they:

- ★ Reduced the cost per hire (76% cost reduction in the first 3 months)
- ★ Designed a candidate attraction strategy using a direct sourcing model
- ★ Increased the volume and quality of candidates attracted
- ★ Transformed the end-to-end recruitment process
- ★ Implemented a new on-boarding process for new recruits
- ★ Trained recruiters and recruiting managers in competency based interviewing

This was a challenging project, not least given the client requirements for the development of a bespoke product which would be delivered and adopted within three months. To do so, Creative Leadership used a hands-on approach developing a project plan with clear deliverables and accountabilities that was followed and managed.

At the end of the project, the project sponsors had the following feedback:

“The programme was delivered ahead of time, on budget and the business is now well positioned to grow significantly over the next 2 years. I now have confidence that we can attract and on-board new advisers using our own resources.” Martin Hall.



“I had a specific requirement to improve the design, processes and the support infrastructure for our recruitment of sales advisers. Having considered a number of options for the work I required, Creative Leadership were the best equipped for my requirements. I also had personal recommendations regarding the quality of their work.” Said Martin Hall, National Sales Director, speaking about recruitment project.

“By actively engaging with others and seeking buy-in from stakeholders throughout the project, they ensured successful delivery. Simply put, there was a rapid understanding gained of our business and our individual requirements.” Sean Grant, Sales Project and Operational Manager.

“I have been very impressed with the quality of the work and the effort put in to make the initiative a success.” Alan Evans, CEO

