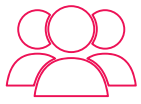


Ravelston Clark

PEOPLE & PERFORMANCE

Conquering Business Goals by Recruiting
and Maximising the Potential of the
Best People





PEOPLE

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We help HR and Talent leaders who want to recruit the best HR, Employee Engagement, Culture and Capability professionals.

Now more than ever we need strong HR teams to support colleagues and businesses through transformation and the changes that will occur in the coming years.

Technology, increased diversity and changing expectations of what we want from our working lives is transforming the modern workplace.

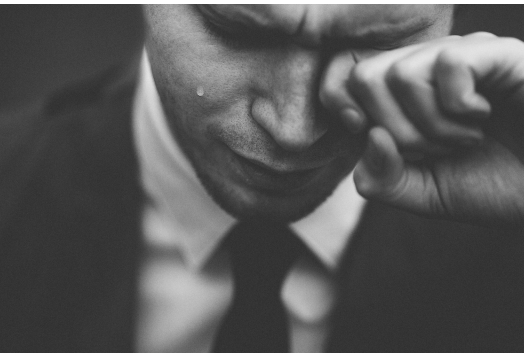
To ensure the success of these changes, HR is going to become an even more vital area in each business. They will stay ahead of the curve and keeping up with the current best practice about how to build a workplace where people play to their strengths, collaborate with ease and deliver the business objectives.

Our four stage signature system supports hiring managers, who are frustrated with lengthy, ineffective recruitment processes, to recruit the right HR professionals with speed and confidence.

We will show you how you can attract the top 20% of HR and People Development professionals using our approach The Ravelston Clark Way.



The Pareto Principle: The Vital Few
80% of your results come from the top
20% of your employees.



Today's Recruitment Problems

If you hire within the HR market perhaps as a director or a HR recruitment professional you will likely have come across these common problems.

Talent acquisition is becoming more expensive

Not because of salary inflation, but because it's so easy to waste money on poor advertising or recruitment fees.

You only see average HR candidates

You know the good ones are out there, but where exactly? You rarely get to see them and question whether you get full exposure to all relevant HR talent. You and your hiring managers waste time reviewing CVs and interviewing candidates who do not meet expectations, because your suppliers don't use vetting processes tailored to the HR and people development world.

It takes too long to fill critical vacancies

By the time you are ready to hire, the candidate you want is either receiving similar offers or has accepted one, increasing tension within your team and adding to the pressure of having limited resource.

Bad hire risk within change management roles is on the rise

You have new people stay only briefly but the problems they cause linger long after they have gone. Then your suppliers can't or won't help.

Your process for recruiting top talent is not optimised for the digital age

Recruitment suppliers are using the same methods, accessing the same people as always. You need to reach more people to ensure you attract the best.

Standard Internal & External Recruitment Methods for HR Roles



Keyword searches on LinkedIn, send In-mails then wait for replies.

Shotgun approach through non-targeted emails to database contacts then wait for replies.

...so much waiting!

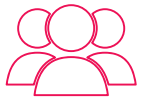
Advertise only on job boards hoping to attract interest.

Approach active job seekers with CVs posted on LinkedIn or job boards – the same people everyone else has access to and not likely to be the top 20%.

The same methods they have been using for years!



Same processes. Same candidates. Same results.



Archaic recruitment methods are failing to attract the top HR talent.

Methods

- **In-Mails and cold emails** have a response rate of only 8-12%.
- **Cold calling** success rates are dictated by the skill of the person making the calls. If a recruiter eventually manages to get one of the top 20% of talent on the phone, they may end up damaging your brand if they lack the skills to effectively deliver your story. Is that really an acceptable risk?

Traditional Recruitment Agencies

- More than 30% of the average recruitment company's database is out of date.
- Recruitment consultants working on commission tend to cherry-pick the easy-to-fill roles not the specialist, hard-to-fill ones. On average they need to work 8 jobs to fill 1.
- Recruitment companies are KPI driven, with an over-emphasis on quantity over quality when it comes to calls made or CVs sent to hiring managers.

The harsh reality: the top 20% aren't all actively applying for jobs.



The Resource Health Checklist

To diagnose the current status of your business resource, tick each of the symptoms you recognise listed below:

Overall impression of recruitment in your business

You don't think you are seeing all of the top talent in your market.

Roles in your team are taking too long to fill.

When interviewing, too many candidates do not live up to the CV.

Increased staff turnover

Decrease in employee engagement

A rise in absenteeism - the team is under strain and it shows

You as the hiring manager or HR support:

The slow progress towards filling the role is weighing you down.

You are expected to deliver business objectives and need to get projects back on track – all with fewer people than planned!

Your workload is increasing due to lack of resource, adding to the strain of a demanding workload.

You can't face another meeting when the focus is on the issues in your team.

Your own one to one meetings are becoming more and more strained.

If it is a senior level vacancy, the lack of leadership is starting to show.

0-3

Fit as a fiddle!

4-8

Preventative care required

9-12

Yikes! You must need an aspirin!



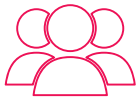
Do you have a repeatable system you can scale for tapping in to quality passive candidates?

The best HR and people development talent is hiding from you!

Most hiring managers can't attract the best talent because they don't have the right system for today's talent market.

As a hiring manager or senior leader, you will be aware of the constant advances in technology in today's digital job market. The methods used to attract quality HR professionals are evolving.

Is your organisation implementing new digital recruitment strategies?



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The Path to Green: *Hire the Top 20%*

We already know that:

- ✓ Hiring the right HR professionals is pivotal to your success.
- ✓ The top 20% of talent in the market solve your headaches.
- ✓ They drive projects, deliver real value and effectively partner with the business.
- ✓ They are the only way to guarantee you will deliver the people strategy on time and within budget.
- ✓ Changes in technology, legislation, politics, society and business practice are moving faster than ever and you need a highly capable HR and people development team to retain your competitive edge.

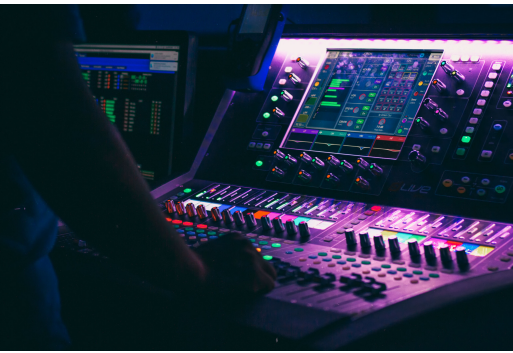
To get to green, you need:

- To increase visibility in the market to attract the top 20% of change delivery and transformation talent.
- To bring in people with the skills and strengths your team needs to work effectively.
- Reduce the risk of a bad hire.
- Lower your recruiting costs.
- Fill your empty business-critical roles more quickly.



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The Ravelston Clark Way

To meet the demands of an evolving employment market and the changing nature of business we needed a new approach. We have developed a repeatable, consistent system to attract the top 20% of HR professionals: **The Ravelston Clark Way.**

The TRCW is laser focused on finding these sought-after individuals.

We have extensively researched, tested and leveraged technology in order to simplify our approach to four key stages:

UNDERSTAND

Precision role and ideal skill set analysis.

Develop a bespoke campaign.

REACH

Digitally map out the top 20% target view.

Multi-touch communication strategy

Attract new candidates.

ASSESS

Video interviews.

Practical real-world assessment.

Candidate shortlist presentation.

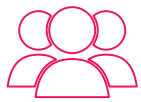
RETAIN

Coaching through offer acceptance, resignation and on-boarding.

Retention Regime throughout the 12 month guarantee period.

✳ Ok, our system doesn't look like something from Star Trek, but we can dream too!

UNDERSTAND | REACH | ASSESS | RETAIN



PEOPLE

Ravelston Clark

UNDERSTAND | REACH | ASSESS | RETAIN

UNDERSTAND

Precision appointment analysis: we sit down with you to truly understand your needs and identify precisely what the top 20% looks like to you.

We will look to understand your core objectives and your USP (and if you don't have one yet we will help you craft it).

Develop a bespoke campaign showing candidates why they should want to join you, increasing buy-in for your company, including:

- Vision and values.
- Points of differentiation: what makes you better than your competitors?
- Recent wins, industry awards, company culture, innovations and staff benefits.
- Financial performance including dividends, if relevant.
- Video role description - this allows us to cover even more detail and let your business shine.

REACH

Digitally map out the top 20% target view: Our 24/7/365 digitally automated systems map out the entire market of your perfect candidate avatar. If they have a digital footprint we will know about them.

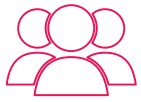
Multi-touch communications strategy deployed within 24 hours. Over the course of 2 weeks we will have contacted the target audience multiple times through various mediums. Every avenue will be methodically explored.

Attract new candidates: Ravelston Clark deploys a series of digital inbound strategies to draw active interest to your open positions from qualified passive and active talent.

UNDERSTAND

UNDERSTAND | REACH | ASSESS | RETAIN

REACH



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ASSESS

Video interviews. Our screening stage is conducted via our video interview platform, allowing you to see and hear the candidate in action, providing far more insight into the person than the CV alone.

We provide a link for you to view the interview at a time that suits you and have found this often replaces first stage interviews!

Practical real-world assessment. Interviews are only one piece of the recruitment puzzle and are not the best test of how a person will perform in their new role.

We create questions mirroring tasks / activities they will encounter working in the role. Talking through their answers in the interview allows the candidate to demonstrate their knowledge and problem-solving approach and shows the hiring manager how they respond to challenges on their work.

Candidate shortlist presentation:

We summarises the most pertinent information in detail against your original requirements.

We support both candidates and clients in preparation for the interview. If you like the candidate, it is useful to know what makes them tick.

ASSESS

RETAIN

Coaching through offer acceptance, resignation and on-boarding.

We work with you and the candidate through the offer making process, handing in their resignation, covering counter offers and then manage the candidate up to their start-date.

Retention Regime: We remain hands-on with both you and the candidate.

Our structured retention process means we check in at regular intervals throughout the 12-month guarantee period, to help you build high performing teams that last.

RETAIN

UNDERSTAND | REACH | ASSESS | RETAIN



Your Outcome



Top 20% of HR talent acquired more quickly.



Better candidate selection and improved retention thanks to extensive screening and testing.



Twelve-month guarantee that cements our commitment and gives you peace of mind.



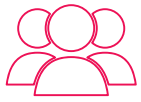
Uplift in team performance.



Reduced resource risk to the delivery of the people strategy.



Increased capability within your resource pool, ensuring your business can adapt to a rapidly evolving market.



PEOPLE

Ravelston Clark



OUR SERVICES

Marina Jamieson, Managing Director

The world of work is changing faster than ever before. Advances in technology, AI and automation are going to change the employment landscape and introduce unparalleled opportunity for creativity and innovation for a new generation of workers.

To provide the infrastructure, deliver change and transform new ways of working into reality businesses will need: adaptable transformation and change professionals and a resilient, self-aware and engaged workforce.

Ravelston Clark is a people and performance consultancy offering two distinct, complementary, services:



We work with businesses to identify, assess and recruit the top **people** for their HR and People Development positions enabling them to thrive amidst world-class competition.



We offer a range of tools and provide business **performance** coaching. We focus on self-awareness, emotional intelligence and increasing personal resilience.

CONTACT US

We can provide you with a clear hiring strategy to implement to help you achieve your short and long term recruitment and business goals.

To schedule a 25-minute strategy call click here or by email

Marina.Jamieson@ravelstonclark.com



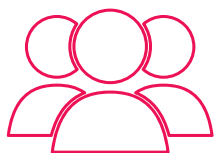
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OUR SERVICES: PEOPLE

Marina Jamieson, Managing Director



People Consultancy

Specialist recruitment for transformation and change professionals

Delivery method

The Ravelston Clark Way

Typical roles we recruit:

HR Director | Head of HR | Senior HR Manager | HR Manager | HR Adviser | HR Assistant

People Director | Head of People | Senior People Manager

Capability Director | Head of Capability | Senior Capability Manager | Capability Manager

Engagement Director | Head of Employee Engagement | Engagement Manager

Culture Director | Head of Culture | Culture Manager

Learning & Development Director | Head of L&D | L&D Manager

CONTACT US

We can provide you with a clear hiring strategy to implement to help you achieve your short and long term recruitment and business goals.

To schedule a 25-minute strategy call click [here](#) or by email Marina.Jamieson@ravelstonclark.com



PEOPLE

Ravelston Clark



OUR SERVICES: PERFORMANCE

Marina Jamieson, Managing Director



Performance Consultancy

Enhancing business performance by strengthening the resilience, adaptability and emotional intelligence of your people.

Delivery method

Bespoke based on business requirements.

Suite of tools we can use as part of increasing team performance alongside coaching, team exercises and workshops



Emotional Intelligence

The Emotional Intelligence (EIQ) assessment helps us understand the correlation between the way we are and the outcome of our interactions with others. It is the #1 differentiating factor between the top 20% and the rest.



Hartman Value Profile

This HVP measures a person's problem solving skills and ability to avoid the blind-spots associated with situational bias. It measures a person's critical thinking, judgement and decision making.



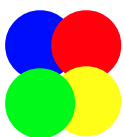
Motivators

Motivators measures the seven universal dimensions of motivation that drive each of us: Aesthetic, Economic, Individualistic, Political, Altruistic, Regulatory and Theoretical. Motivators answers "Why?" we behave in a certain way.



Learning Styles

Understanding learning styles offers the key to maximising an organisation's training efficiencies.



DISC Profiling

The world's #1 behavioural profiling tool. DISC provides a highly detailed analysis of each person's Natural (i.e. personal/ internal) and Adaptive (i.e. workplace/ external) behavioural styles. DISC indicates "How?" a person will behave in a given role or situation. It provides prescriptive lessons to maximise the impact of any interpersonal or workplace communication.

CONTACT US

We would love to speak with you to find out more about the challenges you are facing in your team and look at how we can work with you to overcome them.

To schedule a 25-minute performance call click [here](#) or by email Marina.Jamieson@ravelstonclark.com