

Case study: *Client chooses a flexible employment strategy to launch new business line*

Our client is a portfolio of companies that advises private enterprise how to grow, fund or exit their business in order to enjoy their life's work. They provide support and give companies the confidence to change, the freedom to choose and the courage to invest. Founded in 1994, they work with thousands of small and mid-sized businesses in 37 countries around the globe. Coaches work with clients on the many complex issues involved in running a business, guiding them to long-term, profitable and sustainable business growth.

The company approached Workpond as they needed help with sourcing new team members to support the build and launch of a new digital business line within the Group.

The Head of Digital and the Hiring Manager decided to take a different approach to recruiting for his new team and Workpond provided the perfect solution. Rather than take on a traditional full-timer and have the full-time salary overhead to match, he adapted his strategy to suit the early stage of the business line. He understood that by hiring a flexible workforce, it provided many business advantages. 'Because we are scaling the new business, we needed to take on staff flexibly. We are not ready to bring on full time staff at present, so part-time recruitment with remote working is perfect for us right now. We can then allow the roles to grow as the business grows.'

Not only has this given them financial benefits, Hugo believes that they are at a competitive advantage over companies that employ just full time employees, as flexible staff still support the business and enable the business to grow but limit administration and provide many lower overheads.

'We chose Workpond for our recruitment needs as the service they provide was an excellent solution to our problem and challenge. They are great people to work with and it all was a good fit. Workpond have a large database of skilled and experienced candidates and commercially it worked well for us.'

In terms of the recruitment process itself, he commented that 'the whole process was really easy. Our Workpond consultant managed the whole thing entirely, which was perfect for me, as it meant that it did not take up too much of my time and I could focus on the business. All of the 5 interviewees were of good quality. It was clear that they had been well briefed and had come prepared for the interviews. I was particularly impressed by the level of information I received about each candidate in advance of the interview. This helped me get to a decision quickly.'

'My Workpond consultant was very professional, spot on and really helpful. She was easy to communicate with and what I would have hoped for but not expected, based on my very average experiences with previous recruitment agencies.'

'The person we employed stood out from the others. She had the most entrepreneurial flair, good business sense, and we were impressed by the level of research she had done in preparation for the interview.'

'What became clear throughout this whole process was that we were in a win: win situation. Following a short career break, our preferred candidate, was keen to get back into the workplace but gradually and our position provided her with that transition. However, the real bonus was that she was way more experienced than we were expecting, and we

are hopeful that she can grow into the role and take on more responsibility and hours as the business grows. This is ideal for us, and ideal for her.'

'I don't believe we would have found her if we had advertised the position ourselves or gone through traditional methods. Workpond provides such a refreshingly alternative solution as they find really high quality experienced candidates seeking flexibility.'

'I would not hesitate to use Workpond again. They are professional, friendly and provide a high value service.'

This company provides a classic example of when not to recruit full-time staff. Small new businesses are under pressure to succeed. A talented but flexible workforce can provide the expertise required (and often much more) but at a lower total cost. Workpond provide that link between sourcing high quality experienced candidates keen to work in this way and the cost effective service young companies or business line seek.