

CASE STUDY 4

ACQUIRING TALENT TO DOMINATE THE MARKET

Global Credit Card Business

A renewed strategy for a financial services organisations has meant an increased focus on driving recruitment of talented Colleagues into a fast moving and growing business. The aim of the recruitment programme was to ensure that the very best team was recruited to drive the business into a leading and global position. After consultation, it was decided that there was a need to strengthen their commercial and product development expertise in the European and International marketplace. With a very definable market, it was critical that we gained a thorough understanding of the business issues that this financial services sector faced both in the UK and internationally to enable identification of talented candidates who could bring both business expertise and capability to continue developing and executing upon the strategy.

As part of the research and mapping phase we were able to highlight businesses who were more entrepreneurial by nature, enabling greater candidate targeting based on talent to gain a strong and quick foothold in non UK markets. By accessing our existing network of Managing Directors, General Managers and Directors of Sales and Marketing, we were able to identify access and deliver a strong selection of candidates. We benchmarked the shortlist alongside several internal candidates and individuals already known to the Bank to give a level and objective view of their options. An acknowledged industry expert was appointed into the role and a second and opportunistic appointment was made from their main competitor. The Business is now well placed to achieve their goal of becoming the number one in this specialist market.