

# The IESA 'Leaders in IESA Fast Track' Programme (LIFT)

## Background

IESA is an international industrial Business Process Outsourcing organisation that provides integrated supply chain solutions ranging from procurement, finance and operations, through an award-winning, cloud-based technology platform.

The Curve Group have been delivering a Recruitment Process Outsource (RPO) to IESA since 2015. The RPO service offering is flexible, responsive and is built on a mutual understanding of the critical role that Talent plays in the future success and sustainability of the IESA business.

In 2012, IESA underwent a management buyout, at which time they were a £84m business - this figure has subsequently more than tripled and the organisation has continued to experience sustained growth.

## The IESA 'LIFT' Programme – Strategic Objectives

As a direct result of the exponential growth that IESA experienced, in early 2017 the IESA LIFT (Leaders in IESA Fast Track) programme was launched. The LIFT programme was carefully created to be the mechanism through which IESA could attract a steady stream of Talent into the business – Talent who could 'develop' their careers within the organisation and ultimately go onto realise IESA's ambitious future growth strategy.

The main objective at the heart of the LIFT programme is to give future Talent the opportunity to join the business and

gain experience whilst at the same time developing their own skills, capabilities and knowledge in preparation to take up leadership positions within IESA in the future – therefore creating, embedding and retaining skilled Talent within IESA.

Ultimately, by the end of the programme participants will possess the necessary skills, experience and cultural awareness to occupy a leadership position with IESA and be able to lead and inspire teams, deliver outstanding results and deliver excellent customer service.

Participants are also offered support to achieve formal qualifications such as the Chartered Institute of Purchasing & Supply to Level 4 and the Institute of Leadership and Management Diploma level qualification.

*'Having started on the LIFT programme just four months ago, I have been provided with experience and training in many different departments. In five years' time I see myself as a Client Relationship Manager excelling in my role because of the extensive training that I have gained within the business. The culture at IESA is positive, friendly and supportive and if I could sum up life on the IESA 'LIFT' Programme in three words, I would say it is: energetic, fast-paced and rewarding.'*

**Amr Soliman – LIFT Participant**

## The Innovative Delivery Solution Magnet For Talent© - A Bespoke and Unique Candidate Attraction Strategy

The Curve Group have supported IESA, managing the entire LIFT Programme recruitment process as part of the broader RPO.

We deployed our unique Magnet For Talent© approach – creating a bespoke, tailored candidate attraction strategy through which we could attract the best Talent in the market on behalf of IESA.

As part of this, we created a multifaceted candidate attraction campaign for the LIFT programme, tailored to IESA's current and desired Employer Value Proposition as well as the ideal profile of candidate they were looking for.

Our Magnet For Talent© approach also includes the utilisation of a broad range of routes to market that sit outside of what are considered to be the 'industry norms'. We undertook a detailed review of the possible routes to market available before developing a tailored strategy which encompassed the most suitable and effective options. At a high level these included:

- **Creative Visuals, Adverts & Content:** A set of creative visuals, adverts and content were created by The Curve Group to engage and appeal to the target audience
- **Candidate Attraction Testimonial Video:** A video was created by the existing graduate population within IESA publicising the scheme, the exciting working environment and fantastic development opportunities on offer
- **Talent Pooling:** IESA benefitted from the existing vast Talent pool of fully-screened candidates who had already been processed
- **Job Boards:** The Curve Group identified specialist job boards with access to specific and relevant candidate pools via Broadbean,

including a specialist Job Board called 'Blue Town'

- **Social Media:** A coordinated social media campaign was devised across multiple platforms including LinkedIn, Facebook, Twitter and YouTube with both organisations and employees proactively engaging with content to spread the reach of the campaigns
- **Graduate Recruitment Fairs:** A schedule of Graduate Recruitment Fairs at target universities was created. The Recruitment Team from The Curve Group organised and attended these events along with existing IESA graduates who could share their experience, skills and journey through the programme.

## Best in Class Recruitment Practices

The effectiveness of the candidate attraction campaign resulted in a high volume of applications for the Programme – this volume required an efficient, thorough and co-ordinated approach to process. Additional resource was provided from The Curve Group at short notice to bolster capacity within the recruitment team to handle the volume of applications swiftly whilst maintaining a high-quality service.

Prior to being invited to an interview with an IESA representative, all candidates underwent a multistep screening process which included a Skype video interview with a senior member of The Curve Group Recruitment Team to ensure only quality candidates were being put forward.

The Curve Group developed and embedded a high touch 'Candidate Care' programme to ensure that the applicant was fully supported, frequently contacted, encouraged and guided through the process in detail. The Recruitment team were available to provide last-minute interview preparation and gave advice to the candidate on what to expect to help to

build confidence before the interview process.

As part of the 'Candidate Care' programme, each applicant received a pack of information which included a video message from Glenn Timms, CEO of IESA, in which he introduced himself and the business and gave a personal message to applicants. This initiative helped to promote and convey the supportive and coaching ethos of the LIFT programme 'from the top', reducing the risk of candidates dropping out of the process.

### **Employee Stickability© - Aftercare and Focus on Retention**

In order to deliver an exceptional return on the investment that IESA was making in its recruitment activity, we needed to ensure that their new LIFT employees remained fully engaged with the IESA employer brand. Throughout this initiative the Recruitment Team keep in touch with candidates regularly and have supported the wider business to embed the programme to ensure sustainability. In addition, IESA have introduced many initiatives to ensure that the LIFT participants are engaged and supported throughout the programme, including:

- The assignment of a mentor to offer formal and informal support and guidance
- Holding regular 'pizza evenings' with the Board where all LIFT participants are able to ask questions regarding the strategic direction of the business and make suggestions for improvement

If you're interested in finding out more about how we can help you with the strategic and operational aspects of your Recruitment and HR management i.e. with your people, we would love to hear from you.

Give us a call on 01295 811486 today or find out more about what we do and other ways to get in touch via our website: [www.thecurvegroup.co.uk](http://www.thecurvegroup.co.uk).

Established in 2004, we are the UK's largest privately-owned Recruitment and HR provider. We deliver agile, ethical and configurable people solutions across the entire Recruitment and HR spectrum. Our mission statement, or quest as we would say, is to create extraordinary people solutions that transform working lives.

### **The Impact & Outcome**

Over 6 months, The Curve Group and IESA successfully recruited 30 graduates to the 'LIFT' Programme. Other key success statistics include:

- 7,224 applications processed (6,446 Directly sourced)
- 736 phone interviewed
- 76% 'final interview to offer' ratio achieved – this is extremely high
- 93% of candidates offered accepted

*'The Curve Group has really supported IESA with planning and delivering the LIFT programme. They captured and honed the qualities that we look for in our people and work seamlessly alongside us to deliver the end to end recruitment process. IESA is a fast-paced growing organisation and we recognise that we are in a candidate led market whereby we want to source and secure the best talent available. Using detailed data, The Curve Group accurately planned the recruitment campaign to deliver well qualified candidates in a timely manner with the right skills. Their key to success was understanding our culture and how important our Company values, known as the IESA CREED, are in our business as we live and breathe them'.*

**Nicola Bowman - IESA HR**



[www.TheCurveGroup.co.uk](http://www.TheCurveGroup.co.uk)



[sayhello@TheCurveGroup.co.uk](mailto:sayhello@TheCurveGroup.co.uk)



+44 (0)1295 811486