

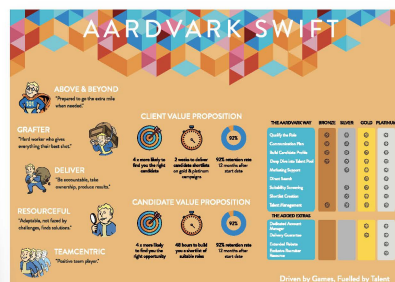
Case Study: Aardvark Swift

The Challenge.

Against the backdrop of a pandemic, South Yorkshire based gaming recruiter Aardvark Swift contacted Lead Talent looking for an outside perspective on their strategic plans and future growth ambitions.

Despite the sector and business experiencing growth, delivering its best ever year in 2019, Aardvark Swift was at a crossroads.

The senior leadership team needed alignment. There was no clear strategic growth plans in place. The companies culture and values were not clearly defined, contributing to issues around communication. From a management perspective, inconsistencies concerning performance needed addressing. Patrick and the team set to work.



LT Solution.

The Foundation

At the outset of the partnership, Patrick undertook a deep dive into the business, interviewing the senior team and key personnel to understand what was really going on underneath the surface of the business. This ensured recommendations were from a position of knowledge rather than assumption.

The early discovery process uncovered some immediate alignment issues with the senior team. Patrick worked with Ian Goodall and the leadership team to implement clearly defined accountabilities and an organisational chart that provided absolute clarity of roles across the business.

Once roles had been defined, Patrick facilitated a workshop to agree and define the fundamentals of the Aardvark Swift Brand: the core company values, market focus and niche.

Building the Plan

Once this solid foundation was established the team were able to move forward and develop:

- A laser-focused three-year strategic business plan.
- A 12-month operational plan.
- A powerful brand activation plan for both clients and candidates based on the new value proposition.
- Development of a new, retained product with a tiered pricing model.

Underpinning all this activity was a clear structure of accountability, managing performance at weekly, quarterly and annual check in points.

AARDVARK SWIFT

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The Outcome

In the first quarter since implementing the new strategic plan, the company has:

- Achieved its financial target and August 2020 was the company's best ever financial performance.
- Implemented a new SMT structure giving total alignment and commitment to deliver their three-year strategic plan.
- Launched the new Aardvark Swift values and proposition internally with the whole team engaged. This now forms the basis upon which individuals are recruited and promoted against.
- Launched new product offering.
- Zero staff turnover since the relaunch with everyone engaged.
- Recruited and inducted eight new team members.
- Launched a powerful, bespoke, practical LT Training programme for the whole team to successfully sell the new proposition and AS product range with maximum impact to both clients and candidates.
- Implemented clear growth plans to include a clearly defined sales focus for the team centering on geographical, industry and sector specifics.
- Launched a new format for managing performance.
- Company-wide communications plan for both candidates and clients centered around the new value proposition.

What our Client said

When we first started working with Lead Talent, the business was ticking over and doing ok but wasn't reaching its true potential. My vision was to make Aardvark Swift the market leading video games recruiter and I could see the benefit of working with someone with Patrick's experience and skill set to help us achieve that.

What I really wanted was to build the business on a sustainable footing and develop the talent in the business from within.

Patrick really helped develop our plans, not only around what we needed to do but critically how we were going to do it and all of this took place against the challenging backdrop of a COVID-19 pandemic.

Patrick continues to support the senior team in developing their own competencies so they can deliver effectively against their part of the plan.

I have been so impressed with Patrick and Lead Talent and the results we've experienced that I have already recommended them to another recruitment business where I know they can add significant value.

The best part of all (being a canny Yorkshireman) and particularly given these challenging times, was being able to secure match grant funding from Sheffield City Region Skills Bank to offset part of the investment. This was again as a result of the preferred partner status Lead Talent shares with Skills Bank.

Ian Goodall

Managing Director, Aardvark Swift

Get in touch!

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