



Case Study: mme, Sydney, Australia

The Challenge.

mme was established in 2006, based in the Northern Beaches area of Sydney, Australia. In 2017, the business was flatlining year-on-year and the owners of the business were starting to fall out of love with the business they had built up and had reached a crossroads.

mme wanted to be further up the value chain, competing with roles in Sydney City Centre, but didn't know how to get there. It was time for an outside perspective and a reinvigoration.

LT Solution. The Foundation

At Lead Talent we always start with knowledge rather than assumption. We undertook an in depth 'discovery' into the business. The following key findings became apparent:

- Lacking direction or focus.
- No clear point of difference.
- Pricing issues and no quantifying of what was different (perceived cost v's actual).
- For the better paid jobs, people headed to the city for their recruitment needs.
- Lack of value proposition or consistent marketing activity.
- Perceived as a 'me too' provider.

Rebuilding mme

Patrick presented the feedback from the discovery to the owners of the business and worked with mme to formulate a three year plan. The main focus being the development of a powerful, strategic plan across four key areas: Financial, Operational, Talent and Brand. Lead Talent worked with mme on their value proposition, (both candidate and client), which established a foundation upon which the marketing and sales activities could be built.

Having a strong value proposition provided the mme team with a consistent and cohesive way to talk about the business and connect with clients and candidates.

Lead Talent provided mme with a robust brand and marketing plan, across all relevant platforms. For the first time, they had a detailed calendar of key activity throughout the year.

An internal recruitment plan was put in place, to ensure mme recruited the right people for the right seats. Individual profiles and team profiles were also undertaken, via psychometric tests. This also helped to shape an effective appraisal, training and development plan.

Training and Development of their people was undertaken by Lead Talent and led to the creation of bespoke 'How To' guides and coaching cards. This enabled the senior team within mme to deliver structured training sessions to their teams.

- Three year strategic plan agreed and implemented.
- Recruited four new team members.
- Implemented – the mme Job Match, Boss Match, Culture Match selection process.
- Launched a new sector – mme Professionals.
- Refocused the organisation and launched the mme value proposition.
- Launched a new brand activation plan, aligned to the business plan.



The Results

- Gross profit up 25% on average year-on-year.
- Average placement value up 40%.
- mme had their best ever quarter, three months into working with Patrick Maloney and the Lead Talent team.
- An engaged and motivated senior management team driving forward the new direction, focus and innovation of the business.



69

What our client said:

From the start we were blown away by Lead Talent's engagement with our business. When you work with Patrick he focuses 100% on you and becomes invested in the process, your business and your results. He holds you to account and drives you forward when it's very easy to fall back into the operational needs of the business. He's innovative and generous with his knowledge.

We saw an immediate lift in sales with a tangible value proposition, we identified our people strengths and weaknesses to upskill and/or exit team members and we launched a new division to lift us higher up the value chain. We now have a robust plan to support our operational and financial targets.

We hit our financial targets in the first 12 months and continue to work at significantly higher margins with sustained growth. We have realigned our recruitment and retention strategies and have developed a market focused operation to allow our staff and clients flexibility.

We are continuing to work with Patrick and we value his ongoing support and advice.

Suzy Howard

Founder and Director,
Mitchell Morley Employment (mme)

Get in touch!

Patrick Maloney

07715 326502

patrick.maloney@lead-talent.co.uk

