

# Case Study: Tradewind Recruitment

## The Challenge.

Tradewind Recruitment aim to be the most recommended agency in the education sector. Their overarching aim is to invest and develop their teams in order to deliver on the company core values.

Despite their people focused culture, they identified a need to proactively invest in the leaders of the business to take the organisation to the next level. Specific training was required in strategic planning, effective leadership, managing performance and change management.

## LT Solution.

### The Foundation

Lead Talent always positions itself as an extension of our client's team. We undertook a discovery process, which gave Lead Talent important insight and information that we used to build a bespoke programme to suit the needs of the learners and deliver against the commercial goals of Tradewind.

The tailored programme was built with the requirement of apprenticeships in mind as Tradewind were keen to fund the programme using their apprenticeship levy pot.

### Building the Plan

Once discovery was complete, David Davies, Head of Training at Lead Talent, created a tailored programme to build tactical, operational and strategic skills ensuring the leaders were able to deliver against short, medium and long term company objectives.

The course content enabled the learners to successfully achieve their Level 3 or Level 5 Apprenticeship Certification.

The modular programme played a key role in the leadership team being able to plan more effectively, manage their teams more proactively, drive an improved level of performance, create a high performance culture and ensure that they delivered on their operational objectives.





69

## The Outcome

**The first successful intake of 12 learners has generated some amazing results:**

- 100% Pass rate achieved by the learners. With 50% achieving Distinction.
- 30% of participants have been promoted to more senior roles within three months of completion.
- Helped drive the retention rate to 95%.
- Propagated a second programme for 10 further learners.
- All participating branches achieved record breaking months in sales.
- GP turnover increased by an average of 5%.

## What our Client said

Before we started working with David and Lead Talent we didn't have a clear and structured plan in relation to our leadership development and how we were helping our leaders elevate to the required levels.

What we really wanted was to create a clear development programme that would build on the key strengths of the leaders whilst identifying and improving on the areas of development that each leader in our business had. It was important that the training offered clear practical advice to ensure that new ways of working were put in place immediately, consequently delivering positive value to the business.

We found that David really understood the needs of the business and also those of our leaders. He really took time to invest in the relationships with our people on the course and as a result they bought into him and the content he was delivering. David made the training come to life, ensured that he engaged with the group and provided practical advice that meant the learners were able to apply their knowledge almost immediately in their day-to-day role.

I would recommend David to any business looking to develop their leadership teams and invest in their people. With David's support we have been able to promote leaders to more senior positions, drive the right culture within the business and ensure that the business achieves it's strategic and operational objectives moving forward. We very much look forward to working with him to train the next wave of Tradewind learners.

**Kate Speranskaya**  
HR Manager Tradewind

**Get in touch!**

**David Davies**  
07734 389 434  
david.davies@lead-talent.co.uk

