



# Source Formula Royal Horticultural Society

- 7 Roles briefed
- 7 Roles filled
- 8 Weeks completion
- 100%** Fulfilment rate

5/5

Market Knowledge

5/5

Speed of Response

5/5

Likely to Recommend

5/5

Quality of Service

5/5

Accuracy

## The Challenge

The Royal Horticultural Society initially approached us to help them deliver on several roles as part of their digital transformation project. They identified seven key new hires that were needed within a defined timeframe.

Not only did they need to scale the team quickly, but there were other challenges that came alongside this. The location being in Surrey meant it was a very specific search area, and with the current market being so candidate short, we had to manage the process carefully to reduce any chance of candidates dropping out the process and counter offers at final stages. Keeping candidates engaged throughout the process was key to our delivery.



### Client Comments

The solution Source offered was excellent, the payment upfront helped focus the mind of the managers and also we felt we were getting a really bespoke and personal service. It worked very well and we were able to recruit the required number within an 8 week timescale which given the current market was phenomenal!

The service was excellent, the constant communication from the team to our managers was extremely good and they were very accommodating and knowledgeable about their respective areas and the conditions of the market. The overall experience was much better than the manager was anticipating not having worked with an agency in this way before he had very high praise for the Source team. I highly recommend Annika and her team and we will be using them again when we expand the team further.



## The Solution

Source Formula was recommended as these were all key hires needed within a short period of time. Working with the client in this way meant our team would be able to dedicate the time necessary to fulfil these briefs.

The roles spanned across Tech, UX, Digital Marketing and Analytics, so we created a team of specialist consultants for each discipline. We had an initial briefing call with each hiring manager to fully understand each requirement and most importantly consult with the hiring managers to ensure the brief was on point before we went to market. The project kicked off with a Unique Recruitment plan and an SLA between the consultants and the hiring managers, so everyone knew their part to play in the process for the Source team to do their jobs effectively.

Regular meetings with the hiring managers were held, feeding back any market insight to then have the necessary discussions and agree next actions. The approach was very collaborative, working together on the structure of the team, and as each hire was made, how the next hire would fit into the new team. We built in the ability to refine the search based upon this and market feedback, which was key to us delivering the right talent for these important hires.

Using the Source Formula product made this level of consultation possible and ensured the hiring managers' time was used in short and effective sprints, freeing them up to deliver on the rest of their own roles.

This was phase 1 of their digital transformation with the Royal Horticultural Society, and we have just been briefed on Stage 2.