



EDISON-BLAKE



EDISON-BLAKE INTERNATIONAL LTD

Better People - Better Business

www.edisonblake.co.nz

Traditionally the two fundamental recruitment approaches used by organisations are to

- internally manage recruitment activities, or
- use a recruitment or executive search agency.

Both approaches have merits and demerits – but recruitment can be time consuming, expensive and often doesn't yield the right results.

The Edison-Blake System™ bridges both approaches to improve recruitment processes, organisational performance and financial results with a **Unique Portfolio of Recruitment and Selection Tools**.

Key Result Areas

1. Improve selection outcomes
2. Lower recruitment costs
3. Reduce recruitment time
4. Achieve best practice standards

Gill Stewart, General Manager:

“The Edison-Blake System has added immense discipline and cohesion ...”

“The Edison-Blake System has been highly successful ...”

Improve Selection Outcomes

Using Internal Managers

Often *internal managers* are not experienced recruiters. Lack of objective processes, expediency and shortage of time will lead to costly “bad-hires”.

Using Recruitment Agencies

The quality of performance of *recruitment agencies* is variable. The commission method of remuneration can focus an agency on placement of **any candidate** rather than the selection of the **best candidate**. As a result, often organisations and candidates are disappointed with the outcome.

Using The Edison-Blake System™

This up-skills and empowers managers. It ensures there are solid best practice recruitment systems in place with objective selection decisions being made within your organisation.

The Edison-Blake System™ raises your recruitment practices to new standards -

- ✓ Lifting the calibre of appointee
- ✓ Predicting on-the-job performance
- ✓ Lowering staff turnover
- ✓ Hiring people who fit with the organisation’s culture and the team
- ✓ Minimising performance management problems and costs.



Case Study

A medium-sized enterprise, had been using ad-hoc and unstructured recruitment methods - most appointments being made with agency involvement.

Due to the lack of structure and process, expensive mistakes were made with the quality of appointments being highly inconsistent.

Edison-Blake was appointed to manage the entire recruitment process for all positions.

Four key employees were recruited with managers and team leaders giving outstanding feedback on the performance and competency fit of the selected candidates.

What's been most positive is that since **The Edison-Blake System™** was introduced, senior management have been congratulated by their staff on implementing disciplined recruitment systems and providing outstanding candidate care.

Paul Balchin, Managing Director:

"The Edison-Blake System™ is a vital tool for any medium sized company that doesn't have an HR department.

We were finding it hard to find the right candidates for positions we needed to fill and Edison-Blake came up with a different approach for our attraction campaign. They immediately knew where best to place the ads to create brand recognition for our organisation as outstanding employers.

The Edison-Blake System™ is proving to be excellent value for money; with costs becoming more and more cost-effective with each recruitment.

This is because Edison-Blake have provided on-going resources that we can use internally and thoroughly trained our managers on 'the system', improving their interview and assessment skills."

Lower Recruitment Costs

Using Internal Managers

Organisations that favour *internally managed* recruitment, usually do so to save cost - avoiding expensive recruitment agency fees that are normally commission based.

However the real cost of recruitment is the hidden cost associated with poor selection decisions: productivity and performance problems, severance expenses, rehiring and retraining costs, litigation, stress and the negative effect on bottom line profits.

Using Recruitment Agencies

Recruitment agencies charge commission fees ranging from 10% to 30% of salary. For mid to high end appointments this results in a substantial fee, which often leaves the client feeling dissatisfied with the cost/benefit result.

Using The Edison-Blake System™

Combining **The Edison-Blake System™** with the expertise of your managers, enables the most positive recruitment outcomes to be achieved by -

- ✓ Internally managing more of the recruitment and selection process
- ✓ Improving manager competency in recruitment and selection
- ✓ Receiving on-going, customised Edison-Blake support and service
- ✓ Saving 40-50% of typical recruitment costs
- ✓ Reducing staff turnover thereby eliminating unnecessary and expensive recruitment activity.



Case Study

This organisation had paid around \$200,000 in recruitment agency fees in the previous year. Most appointments were made with agency involvement.

The quality of appointments was highly variable with very significant staff turnover.

Managers and selected team leaders were trained in **The Edison-Blake System™**.

Comprehensive job descriptions and Person Profiles were created, attraction strategies improved and objective selection processes implemented.

Edison-Blake provided on-going support for managers and full campaign management for senior appointments.

This dramatically lifted the calibre of recruits and the company saved a staggering \$180,000 in the first year alone.

Dennis Kelly, Managing Director:

“We had relatively unsophisticated recruitment systems at the time, and Edison-Blake immediately identified the areas where we needed to implement The Edison-Blake System™.

It’s a common-sense recruitment system combining manager training and tools that allowed our internal management to gain complete control of our recruitment process.

For the first time we had clarity of job descriptions, trained managers, a standard interview process and assistance with panel interviews.

Increased calibre of appointees and a corresponding reduction in staff turnover were the key successes of this campaign, largely attributed to Edison-Blake. Not to mention the massive financial savings.”

Reduce Recruitment Time

Using Internal Managers

The time investment in recruitment for *internal managers* can be very significant and a major distraction from their core responsibilities. Recruitment is very time consuming and typically managers are not highly skilled at it. The indirect cost of this coupled with the direct costs of “bad hires’ can be very substantial.

Using Recruitment Agencies

Lack of process and project planning by recruitment agencies often results in protracted recruitment, dissatisfied clients, dissatisfied candidates and failure to attract the best people.

Using The Edison-Blake System™

Guarantees your recruitment projects are tightly managed, with agreed functions, costs and reporting –

- ✓ Delivering well suited candidates, within budget and on time
- ✓ Allowing effective use of management time
- ✓ Maximising the time managers spend performing profit-making responsibilities
- ✓ Streamlining processes to quantify and track time investment
- ✓ Meeting predictable time-to-hire deadlines.



Case Study

This group, in a mid-sized organisation, required a large number of appointments to be made in a very short period of time. Four separate projects were set up with agreed timelines and budgets.

The organisation was particularly concerned that internal applicants be given the maximum opportunity to be selected. Edison-Blake worked in a transparent partnership with the client to -

Manage a highly creative and effective nationwide advertising campaign to give the correct positioning of the organisation and a substantial flow of the right type of candidates.

Relieve the manager from pressure and stress by creating streamlined recruitment project plans, pro-actively scheduling activities and providing full campaign management.

Develop workshops to up-skill internal applicants on how to present well during the selection process.

All positions were filled within the tight deadlines for the four projects and the costs were in line with budget.

Mark Kunath, Group Manager:

“The Edison-Blake System™ enabled me to save huge amounts of time and allowed me time to concentrate on profit-making tasks I was employed to do.

I had limited recruitment experience so we took on The Edison-Blake System™ to bring up my skills and the skill level of the managers within our team.

Edison-Blake were responsible for 95% of the work when it came to assembling job descriptions and Person Profiles for key appointments. This enabled me to save huge amounts of time and to concentrate on the profit-making tasks I'd been employed to do.

Edison-Blake delivered a reliable, structured system. All positions were filled with good calibre candidates, within the predicted time frame and within the allocated budget.”

Achieve Best Practice Standards

Using Internal Managers

Often *internal managers* do not understand how to go about recruiting good candidates.

Lack of commitment to process and inadequate recruitment systems compromise the likelihood of an effective hiring campaign and may lead to claims of discriminatory practices.

Expediency and subjectivity often prevail, resulting in unsatisfactory recruitment outcomes.

Using Recruitment Agencies

Recruitment agencies are not characterised by measurable, auditable recruitment processes. It is therefore difficult to assess what standard of best practice is actually being applied.

Using The Edison-Blake System™

All processes in **The Edison-Blake System™** are transparent and accountable and meet best practice standards focusing on –

- ✓ Improving your organisation's recruitment processes
- ✓ Training internal managers to recruit to a higher standard
- ✓ Minimising the risk of corporate and personal liability
- ✓ Inspiring candidates to join an organisation that is professional, disciplined and quality orientated
- ✓ Being more professional in business management.



Case Study

The Human Resources Manager of this highly entrepreneurial company, recognised a lack of consistency and quality in the organisation's recruitment processes. Consequently staff turnover was an issue in some areas.

Prudent with resources, the HR Manager decided that the best solution was to implement **The Edison-Blake System™** progressively across the company.

The first areas to be targeted for implementation were the highly critical sales departments.

Managers and their assistants were trained to manage the recruitment process internally, thus conserving budget dollars.

Working in partnership with the HR Manager, Edison-Blake developed intranet based training, supported by training workshops.

A nationwide roll-out took place with a high level of "buy-in" from everyone involved.

Rosemary Thorne, HR Manager:

"Our main objective was to promote good HR practice within the company and to introduce a structure to our recruitment process.

The Edison-Blake System™ provided a practical and consistent approach which allowed us to improve our recruitment and selection processes across the business.

In partnership with Edison-Blake, we are benefiting from improved candidate attraction campaigns, more discipline in our recruitment practices with the outcome of better candidate selection. The response from candidates has also been very positive.

We are delighted to be associated with Edison-Blake who have enabled us to greatly increase both the calibre of candidates and staff retention.

The key to achieving best practice standards within our organisation, is that we've been rigorous in enforcing the use of The Edison-Blake System™ by our managers nationwide."

The Edison-Blake System™

A Unique Portfolio of Customised Recruitment and Selection Tools combined with training and support to link with your organisation's objectives, budgets and business practices.

The Edison-Blake System™ is **not** a synonym for *recruitment agency* - it is a holistic approach to recruitment, encompassing –

- ✓ Preparation
- ✓ Attraction
- ✓ Selection
- ✓ Campaign Management

Edison-Blake clients have maximum flexibility when it comes to choosing the extent of Edison-Blake's involvement of service and support.

Using the methods and tools provided in **The Edison-Blake System™**, an organisation will be equipped to manage their recruitment on an internal basis.

Selecting from the menu of support options offered allows you to delegate of any aspect of the recruitment process to Edison-Blake.

Clients choose their service components after considering such issues as: seniority of position being recruited, experience and skill level of the recruiting manager, time and budget constraints.

Predictiveness of on-the-job performance is enhanced by using psychometric assessments and ability tests available through Edison-Blake.

For key positions many clients prefer to adopt a partnership approach working in tandem with Edison-Blake who provide full campaign management. This guarantees successful recruitment outcomes.

Gill Stewart, General Manager:

"The Edison-Blake System™ has added immense discipline and cohesion to our recruitment process, which we didn't have when we were using other recruitment methods."

Preparation

The preparation stage of **The Edison-Blake System™** is the foundation on which best practice recruitment is based.

The specific preparation activities include the development of -

- Comprehensive job descriptions
- Person Profiles to comprehensively describe the ideal candidate
- Structured interview questions
- Interview assessment forms.

Attraction

A good number of well qualified candidates must be attracted before candidate selection can take place. In a market where well qualified candidates may be in short supply - creative, cost-effective attraction strategies need to be developed and implemented.

The Edison-Blake System™ develops a -

- Consistent employment brand promoting your organisation's uniqueness and corporate identity
- Unique attraction strategy for each recruitment campaign
- Motivating advertising and e-recruitment campaigns
- Methods of measuring advertising effectiveness relative to dollars spent.

Selection

Choosing the candidate that is the best fit to the Person Profile (the description of the ideal candidate) requires a comprehensive, objective and consistent selection process.

The Edison-Blake System™ provides -

- A way to objectively screen CVs in a time-efficient manner
- A structured interview process and evaluation methodology
- Support with interviews
- Design and administration of psychometric assessments and ability tests
- Analysis of candidate selection results and production of a candidate strengths and limitations report
- Reference and security checks.

Campaign Management

An organisation's reputation is on the line when interacting with candidates. Just as you are judging candidates - they're judging you. Good candidates have choices about where they work.

Therefore, it is imperative that recruitment campaigns are managed efficiently using **The Edison-Blake System™** and that candidates feel respected, informed and motivated to join your organisation.

The Edison-Blake System™ features -

- Management of all candidate care and administration processes
- Detailed tracking systems
- On-going training and support to maintain the highest level of quality standards
- Commitment to "getting it right".

Edison-Blake International Ltd

Past, Present and Future

The vision of Edison-Blake is to see:

Better People Building Better Businesses

In 1987, Elaine Christie of Christie Consulting Ltd was a pioneer in New Zealand HR management when she introduced career management into N.Z. organisations.

Since that time, Elaine has consulted throughout Australasia and Asia and Christie Consulting Ltd became recognised as a specialist provider of career management services.

In 1997, Gary Christie left a 30 year career in financial services to join Christie Consulting Ltd. Applying his 23 years experience in general management and CEO roles he set out to make a difference as to how organisations went about managing their people.

This led to the development in 2000, of a new range of recruitment tools creating a paradigm shift in recruitment practices.

In 2003 Christie Consulting Limited changed its name to Edison-Blake International Limited to take **The Edison-Blake System™** methodologies throughout New Zealand, Australia and beyond.

Apart from the uniqueness of its processes, Edison-Blake has a commitment to expense control so that clients benefit from low overheads and streamlined administration systems.

Being partnership-focused and providing leading edge systems at a highly competitive fee scale are some of the keys contributing to Edison-Blake's enduring business relationships.

Contact details

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Gill Stewart, General Manager:

"The Edison-Blake System™ has been highly successful.

It has enabled us to take control of the whole recruitment process within our organisation by training and up-skilling our managers with structured recruitment processes and tools. During the process, we have been forced to think long and hard as to what we wanted to achieve from each role and what core-competencies were required in the ideal candidate.

The Edison-Blake System™ has added immense discipline and cohesion to our recruitment process, which we didn't have when we were using other recruitment methods."



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