

Innovation

News, information and advice on executive search and selection

2007

Welcome to the novo difference



working ethically and with integrity to find the right people for your business.

Just some of the ways we seek to differentiate our service include:

- Providing a truly consultative service
- Offering a flexible and innovative approach to attracting key people
- Highly qualified and experienced consultants
- A dedicated, high quality, in-house research service
- A focus on providing a competitive advantage and return on investment

Welcome to our first newsletter of 2007. 'Innovation' aims to communicate the latest thinking in executive search and selection, providing you with useful information and guidance on recruiting good quality people for your business. You can also find out about the latest services from Novo Executive Search and Selection and read about some of our clients and how we have worked with them to find the right people for their businesses.

We have gained a reputation, across a range of industry sectors, for high quality candidate shortlists; an excellent placement success rate and a portfolio of clients who return to Novo again and again.

We know from client feedback that we make a significant commercial contribution to the success of their businesses. Our consultants offer a professional service

We hope you enjoy this first edition of Innovation. If you have any recruitment requirement that we can help you with please do not hesitate to contact us on paul.panton@novoexec.com, 01275 375588 or visit our website www.novoexec.com for more information.

NOVO(latin) meaning: change or invention

Quality adverts achieve better results

As experts in executive search and selection we have years of experience writing adverts designed to find the very best people for our clients. Creating a good advert will boost response rates, attract better quality candidates and improve and uphold your company image. To get the best out of your recruitment advert, here are some do's and don't's.

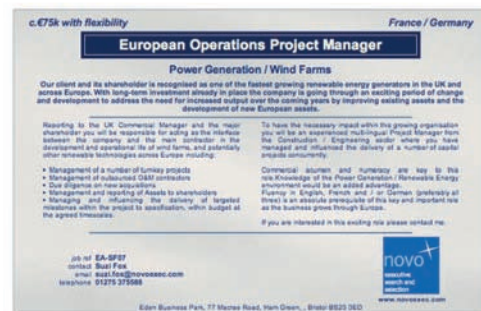
Do

- Use bullet points
- Break up text with sub-headings
- Make sure text columns look balanced

- Use descriptive and universally recognised job titles
- Include the name of the employing company or industry sector
- Include specific remuneration details to maximise response rates
- State where the job is based

Don't

- Make text long or overly complicated
- Use blocks of capital letters
- Make paragraphs too long and wordy
- Over complicate the text
- Use unnecessary jargon



For confidential and expert advice on your executive search requirements contact **Suzi Fox** on 01275 375588 or email suzi.fox@novoexec.com.

Improving results from a recruitment campaign



Appointing top quality professionals for your business is crucial. Here are a few useful tips for making sure that you get the very best out of the process to ensure that you get the right person for your company.

- Be as involved in the recruitment process as possible from day one
- Make sure you have a single point of contact with your executive consultant with regular weekly updates
- Schedule candidate interview dates at the start of the recruitment project
- Avoid cancelling or re-scheduling interviews
- Give interview feedback in an open, honest and timely way
- Arrange second interviews promptly and without too much delay

- Make sure you agree a clear action plan during the post-offer, pre-start phase to counteract the pressures exerted to stay with current employer

Our recommendation: What should happen between the offer date and start date?

The period of time between making an offer and the candidate joining your company is crucial. To minimise potential difficulties during this period we offer the following advice.

- Speak with your successful candidate regularly
- Send regular correspondence such as newsletters and emails to the candidate
- Arrange a specific social event (lunch/evening meal) possibly with the spouse of the successful candidate
- Make invitations to company or office social events possibly with spouse of successful candidate
- Invite your candidate to relevant important internal or client meetings

In our experience, following this advice will dramatically improve the ratios of offers to starts.

For further advice call **Mike Hinds on 01275 375588** or email him on mike.hinds@novosexec.com

European expansion

Romax Technology is an international market leading specialist in driveline engineering. The company has significant experience and enjoys great success as a technology pioneer in design, training and consultancy.

Romax were looking to extend the existing international reach by creating an office in Germany. Germany is one of the leading markets for both CAD and engineering so winning here would create a platform for the whole of Europe.



Novo conducted a comprehensive European and North American search and the successful candidate brought with them their sales and support team which has enabled Romax to increase its presence globally as well as across many industries.

Adding value in a competitive local market



“In a challenging and competitive market I have been impressed by the quality of service commitment and communication provided by the team at Novo Executive Search. I would have no hesitation in using their services again as we continue to grow and expand.”

**Mark Kretowicz, Director,
WSP Buildings**

WSP Group plc is a leading global business providing management and consultancy services to the built and natural environment. WSP Buildings provide integrated structural and building services design capabilities to a variety of public and private sector clients.

Local market perceptions

To strengthen the Bristol operation and recruit a senior member to the team Novo needed to establish the local market perceptions of WSP, prior to going to the market to recruit.

Novo conducted a market research project to unearth perceptions and opinion among local clients, customers and potential recruits. These insights led to a highly successful headhunting exercise conducted by Novo, recruiting a key local industry figure.

“We have used Novo for our senior appointments and have been very impressed with their consistent, professional and proactive approach and the high calibre of candidates that are found to meet our requirements.”

Andy Poon, Director, Romax



At Novo we are always looking at ways to develop our service offering to our clients. Recently we have been asked by clients to develop a cost-effective service which enables them to use proactive headhunting services for roles at salary levels not normally associated with executive search. In response to this we have successfully devised a search methodology called **novoQuest**, which allows clients to headhunt key staff at these levels.

novoQuest offer a full, proactive and in depth search of the entire market, providing access to suitably qualified and experienced candidates who are often not on the open job market. This service offers a real cost advantage compared to standard search fees with very little alteration to the service.

The difference between **novoQuest** and our full service is that **novoQuest** involves more candidate contact through telephone interviews. With the full Novo service our consultants will personally meet and interview potential candidates before short listing them - an important requirement for senior roles. However for roles with a lower salary level many of our clients feel that telephone research and interviews are more cost effective and so **novoQuest** is an ideal alternative.

Following extensive success in the UK the service is now being taken up further afield,



From left to right: Stuart Danks, Simon Amesbury, Sharon Sandhu and Rachel Elden

for instance with DBFL who are one of Ireland's largest construction engineering consultancies. Novo were retained by them to find a senior technical specialist with significant design and project management experience and successfully filled the position with a well qualified candidate.

During the search process we also found an experienced Structural Engineer for the company, allowing them to recruit a second

high quality individual from a single piece of work. By providing our **novoQuest** service we were able to meet and exceed our client's expectations, providing not one but two top quality people for the business.

For more information about **novoQuest** please contact **Simon Amesbury** on **01275 375588** or email **simon.amesbury@novoquest.co.uk** or visit our website **www.novoquest.co.uk** for further details.

A challenging European assignment

Energy Power Resources (EPRL) is one of the leading renewable energy providers in the UK.

With the growth of it's European windfarm portfolio, language was increasingly becoming a barrier to managing the contractors, so EPRL asked Novo to find a tri-lingual Project Manager, based in France or Germany to act as the main interface between Macquarie, EPRL and the contractor.

With the support of Novo, the appropriate recruitment methodology was selected and a strong candidate was appointed. Recruiting this candidate on a local French contract meant EPRL needed to set up a French entity to employ this local individual operating under French employment law. The added foresight and commitment from

the CEO to invest in this way meant that they were able to secure this quality candidate to strengthen their team.

"This is the fifth senior manager recruitment undertaken by Novo on behalf of EPRL in a relatively short space of time as we expand our management capabilities. Each time the process has been smooth and in each case the eventual successful candidate has hit the ground running and made a positive impact on the business. The European Project Manager role was a difficult one to fulfil but again Novo's knowledge and processes have helped to find the right candidate."

Eddie Wilkinson, CEO



The case for Psychometrics

Do they add value?



Our Recruitment Services

Psychometric testing is often shrouded in secrecy. Asking a candidate to sit a test, without knowing what the test is, what it measures and what will be done with the results can be an issue. However, if used correctly, it is a powerful selection tool.

Psychometric tests can add enormous value to recruitment and help cut costs. When used in mass recruitment they can screen out unsuitable candidates at an early stage and therefore cut time that would be taken up with interviews. Used in executive selection they can add an objective dimension not secured through interviews or CVs.

A psychometric test can identify leadership styles, skills and abilities that simply wouldn't be tested in an interview alone. For example, in an interview, you might ask for evidence of a situation in which the candidate faced a tough leadership challenge and how they dealt with it. This approach will reveal the candidate's preferred or most comfortable leadership style. However, Hogrefe's Leadership Judgement Indicator goes beyond this type of questioning to assess how flexible a leader the candidate is, by asking them to judge what leadership styles are most appropriate for a range of scenarios.

Using good psychometric tools in an open and professional way will help demonstrate that you are a good employer. This is particularly crucial at executive level, where every stage of the recruitment process is as



much about them interviewing you as you selecting them.

Wendy Lord,
Chief Psychologist at Hogrefe Ltd

For further advice on Psychometric testing please contact us at Novo where one of our Consultants will be happy to discuss your requirements and make further recommendations.

Email now for you FREE test

We are offering the opportunity for you to try out one of our psychometric tests worth £250 - FREE. **The first 10 people to email george.woodward@novoexec.com will be able to complete the test online and have their results professionally analysed and a full written report provided. All you have to do is put the words FREE psychometric test in the subject box and include your full name, company name, address and telephone contact details.**

Executive Search

This methodology is most effective when clients are looking to attract high calibre candidates with specific skills.

Advertised Selection

An effective method when clients are looking to attract high calibre candidates with cross transferable skills.

Database Search

Identifying key personnel from an active database of available, job seeking candidates. Providing an effective and rapid solution where a retained search would not be warranted.

novoQuest

A retained service allowing proactive, research-led headhunting techniques to effectively address positions in salary ranges usually outside the scope of traditional executive search.

Other services

Novo offer a wide range of other services

- Psychometric profiling
- Merger and acquisition research
- Recruitment process consulting
- Market intelligence/competitor analysis
- Salary surveys
- Response handling
- Agency management

Multiple hires from one assignment

Hoare Lea Acoustics is a specialist division of a market leading engineering consultancy.

The company is committed to team growth, focusing on the Midlands area, to take advantage of superb business development and delivery opportunities. Both the region and acoustics discipline are traditionally challenging in terms of attracting talented technical people.

Novo's comprehensive research project yielded a total of four hires in four UK locations, a result that comprehensively exceeded the client's expectations.

"After several unsuccessful attempts to recruit an Acoustics Consultant for our expanding Midlands operation, HLA commissioned Novo to act on our behalf. Right from the start, the team at Novo consistently delivered a professional yet refreshingly honest service, never building up client expectations to be any greater than they considered justifiable. However, what really shone through was Novo's overriding desire at all stages of the process to work with us, understanding our business, our ethos and our needs, even as these needs changed through the course of the project."

"Right from the start, the team at Novo consistently delivered a professional yet refreshingly honest service..."

Andrew Bullmore,
Head of Acoustics at Hoare Lea



Novo Executive Search and Selection Ltd

The Pavilions, Eden Office Park, Ham Green, Bristol, BS20 0EB. Tel 01275 375588

42-45 Portman Square, London, W1H 6HN. Tel 020 7969 2767

Email: info@novoexec.com Website: www.novoexec.com

