



# Case study

## Barringtons Limited

The Barringtons Group, with offices in Staffordshire and North Shropshire, comprises Chartered Accountants, Business Consultants, Outsourcing, Chartered Tax Advisors, Financial Guidance Specialists, IT Specialists and Licensed Insolvency Practitioners.

This range of provision enables Barringtons to provide customers with a full range of professional services that will maximise their profits, minimise tax, plan for future success and succession and even deal with business failure.

Barrington's progressive approach has led to consistent growth in several areas - the number of clients they serve, the breadth of services they offer as well as the high levels of satisfaction that clients enjoy and the geographical area they serve. With experience in an increasingly wide range of manufacturing and commercial activities, from sole traders and professional partnerships to large limited companies, Barringtons provide a strong team and deliver a comprehensive service.

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They are also founder members of the Added Value Network, the largest independent network of accountants in the UK and members of 2020 Consultancy Group, Marketing, Management and Strategy consultants.

They have approximately 50 staff based over 3 offices.

Barringtons use PPA as a tool to help with their recruitment process.

PPA assesses an individual's behaviour in the work environment. It can answer questions such as - What are their strengths and limitations? Are they self starters? How do they communicate? What motivates them? The PPA enables people to become more self aware, which in turn gives them the means to consolidate their working strengths and recognise, and compensate for, their limitations. The PPA is a series of 24 questions on a forced choice "first impressions" basis, taking no longer than seven minutes to complete. The answers are charted on a graph under the four headings of Dominance, Influence, Steadiness and Compliance (DISC).

“We shortlist our candidates then ask them to complete the profile in advance of the first interview. Although each position has job specific qualification and experience requirements, PPA enables us to probe more thoroughly at interview having identified areas of potential limitation.”

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Barringtons also profiled their senior team and conducted a Team Audit.

A Team Audit allows an organisation to identify the actual team culture, assess the team members and provide a gap analysis in terms of behavioural and role shortfall. The 6 questions are designed to identify what best describes what is expected of the team.

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“Profiling the senior team allowed them to see exactly what PPA was all about and the information it provided. Once they understood their profiles they were able to talk much more openly to one another about their preferred work style and how it impacted on those around them. It also demonstrated how we could use PPA to move the firm forward to maximise the effectiveness of our team members.”

“We routinely profile team members who express dissatisfaction with an aspect of their job but who often find it hard to pinpoint the difficulty. Using PPA to profile them confirms their strengths and areas of limitation while providing essential insight into how to most effectively optimise individual performance. Sometimes this can be achieved by changing some aspect of their work. PPA has enabled us to restructure some roles to be more behaviourally suited to the individual’s working strengths resulting in greater job satisfaction, motivation and increased productivity.”

“Barringtons seeks to be recognised as the foremost provider of highest quality, proactive and responsive professional business advisory services. We want to be recognised as an employer of choice and can only achieve this vision through employing the best team to deliver a quality service. Thomas International products are an essential ingredient in optimising the success of the Barringtons team.”