

Case study

Extra Personnel

Extra Personnel focuses primarily on the industrial, office, transport, catering, skilled & technical sectors. With a wealth of experience they deliver bespoke temporary and permanent recruitment solutions for leading employers throughout the UK.

The passion, commitment and professionalism of their highly trained recruitment consultants have helped build and maintain relationships with some of the country's leading employers. Their knowledge of the industry, workplace, pay rates and legislation ensures they are well equipped to advise and help all ranges and sizes of businesses when recruiting for staff.

Extra Personnel has 21 branches across the Midlands and North West and employ approximately 230 people.

The Issue

Alan Knowles, HR Manager, comments "We wanted specific behavioural characteristics in our consultants - we needed people with an innate personal ability to sell and interact with people."

"We need our consultants to be outgoing, gregarious, persuasive and influential people with real fire in their belly. We prefer them to demonstrate more persuasive characteristics than dominance. We are committed to our clients, we do what we say we will. If someone orders 20 temps for the next morning we deliver. Self starting ability is therefore also crucial for us."

The Solution

Extra Personnel use Personal Profile Analysis (PPA) to recruit their managers and consultants.

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



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them? The PPA enables people to become more self aware, which in turn gives them the means to consolidate their working strengths and compensate for their limitations. 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).

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They also sat down with each of their managers and discussed the issues brought up by the roles. Job Profiles were completed on existing roles so they could build a clearer picture of the behavioural characteristics they wanted.

Just as PPA enables you to understand the behavioural characteristics of an individual, Job Profiling enables you to identify the behavioural requirements of a job.

Job Profiling enables you to understand the specific behavioural characteristics required in any given role. Before you can recruit the right person to the right role you need to understand not only the candidate’s profile but also that of the role itself. The process is structured to give you a template for a job into which you can slot a candidate. It provides an objective view of the characteristics required in the role.

“PPA gives people a much better sense of how they behave at work. We had a team of three where there was quite a bit of conflict. Two of them were High Ds and the other a High C. By profiling all of them and then discussing the results with each other they realised their different work styles were clashing. They were then able to discuss issues with each other more openly, greatly reducing the conflict.”

“PPA paints a very accurate picture of a person’s work personality. It gives us a clear understanding of whether the person we see at interview will match the behavioural criteria we need in our sales people. These are things such as the ability to close a sale or a passion for people? Each consultant builds a strong relationship with their clients, who value this continuity. The recruitment business is highly competitive, so by ensuring we recruit the right people in the first place we are able to deliver on our promises to our clients.”

“The recruitment business is highly competitive - using PPA means we are able to recruit the right people in the first place so that we can deliver on our promises to our clients.”