

Case study

Southgate Consulting

Southgate Consulting is the UK's leading automotive recruitment consultancy, specialising in executive search and selection for the motor industry.

They are not a high volume speculative recruitment company but work with manufacturers/importers, distributor groups and dealerships to develop long term working relationships. They also take this relationship driven approach with clients. Southgate Consulting differentiates itself through its ability to provide honest, unbiased and professional recruitment advice.

The Challenge

David Southgate, founder of Southgate Consulting, commented "We wanted to be able to go the extra mile for our clients by providing a service that no one else did. I am Thomas trained and wanted to use Thomas' Personal Profile Analysis (PPA) because it's an extremely useful tool to get a concise insight into a person's behavioural characteristics at work."

"For dealers, the key differentiator in the companies we deal with is their people. There can be over 200 dealers each selling the same product with the only difference being the quality of their people. This is where recruiting the right people is so vital. Manufacturers and importers have certain parameters within which they expect their retailers to operate. Recruiters are seen as a necessary evil and we want to dispel this by adding real value to their recruitment process and we do this with the use of profiling."

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The Result

Southgate Consulting uses Thomas' PPA as part of its consultancy offering to clients. 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? 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 four headings of Dominance, Influence, Steadiness and Compliance.

David continued "We recently used PPA with a client who was looking at the internal development and assessment of their general managers. They wanted to look at what they had in terms of their people and any training needs they might have. We profiled each of them with PPA. Profiling gives us another perspective. In addition to the PPA report we looked at Strengths

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and Limitations to get a broader perspective.” This report provides a powerful and effective overview of an individual’s behavioural strengths and limitations.

“I like PPA because it’s very accurate, extremely easy to use and understand and, most importantly for our clients, cost effective. It is an extremely useful tool to use for a tight short list or when there is a difficult cultural fit. Different companies need different people. It’s not just about experience and skills it’s also about how they behave. Some of our clients are looking for High D High I type sales people (High D - driven, goal oriented, assertive, confident; High I – outgoing, persuasive, friendly and people oriented) whilst others need more High C and S types of behaviour (High S – steady, persistent, patient and a good listener; High C – systematic, methodical, detail focussed). For example, managers in a PLC need to be able to follow a system rather than make entrepreneurial decisions.”



“In addition to that client’s development we also used it to recruit for them. We benchmarked their existing people, looking specifically at their top performers. What behaviours did they bring to the work place that made them so successful? The client was really looking to recruit a better level of manager. If we could understand what made their good people good then we would be able to recruit more of them. PPA enabled us to understand the key behaviours they need to look for in prospective managers.”

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