

Case study



Siblu

Siblu is the new name for Haven Europe, an independently owned company with a 25-year history of providing successful family holidays to France, Spain and Italy. It is unique in the UK holiday market owning 8 holiday parcs in France. In this way they are in the perfect position to offer much more to their customers, particularly those with children. Siblu parcs differentiate themselves by surpassing other sites in the way of services and facilities.

Haven Europe was previously part of the successful Bourne Leisure Group, which also operated Warner, Haven in the UK and Butlins. Therefore Siblu (as Haven Europe) has profited from a wealth of experience as well as over five million pounds of investment over the past four years.

Haven Europe underwent a management buyout in November 2004, headed up by the entrepreneur Leslie Hurst, which led to the company being rebranded as Siblu. As a smaller independent company they have closer contact with the business at ground level and are able to react more quickly to their customer's needs and expectations as, after all, they are now directly accountable to them.

Thomas and Siblu

Mark Young, recruitment manager at Siblu comments "We need to ensure that the families who book with us enjoy market leading services. For us, the right people are key to the business. Following the management buy out we are a smaller, independent company directly accountable to our customers. We need to ensure the right people are in the right role. It's not just simply a matter of having the right skills, anyone we recruit needs to be able to mould to our culture. We have very specific values and the people we recruit need to reflect this. We want people to believe in quality, have a passion for what they do, act with integrity and strive



"We have very specific values and the people we recruit need to reflect this. We want people to believe in quality, have a passion for what they do, act with integrity and strive for success for all. Traditional interviews are not able to delve into this sort of intangible information."

for success for all. Traditional interviews are not able to delve into this sort of intangible information."

Siblu uses Thomas' Personal Profile Analysis (PPA) as a key part of its 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



"Using a tool such as PPA adds considerably to the recruitment process, making it so much smoother."

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. 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).

"PPA gives us confidence that we are recruiting people who will 'fit' our organisation. Using an assessment tool broadens the structure of an interview and means we don't have to rely on the information contained in a CV. It also gives us a new, deeper level of information upon which to make informed recruitment decisions.

The profile can also form the basis of a meaningful discussion with a candidate. Certain things can come out from a profile that we would like to check with the candidate – "the profile indicates XX.. Do you agree?". We can then base a discussion round this."

"Using an assessment tool broadens the structure of an interview and means we don't have to rely on the information contained in a CV. It also gives us a new, deeper level of information upon which to make informed recruitment decisions."

"We also use the Sales Interview Questionnaire as it gives us much more directed questions. We need to know if the person at interview is a sales person. We want sales experience but we also want them to be target driven. We want to know if they are meeting their targets in their existing job. We had a situation where a potential sales person claimed he was reaching all his targets but his profile showed up frustrations and pressures which we then could probe. His targets might have been too high, if he was not achieving them they would have an adverse affect on his bank balance."

"The PPA reports are concise and to the point. They give us all the information we need without being too long. Our candidates find them clear, precise and straight forward. Using a tool such as PPA adds considerably to the recruitment process, making it so much smoother."