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Valerie Barker
Human Resources Manager
Business Link
Nottinghamshire

Business Link Nottinghamshire (BLN) helps local enterprises start, grow and succeed. The organization is committed to ensuring Nottinghamshire businesses have access to the very best and widest range of business support available. BLN is one of the 45 Business Links that form the national business advice service and it has 92 staff (a combination of office based and remote workers). With a dedicated team of business advisers, BLN provides impartial advice and assistance that helps clients define their business goals and tackle key business issues.

The Challenge

Business Link Nottinghamshire's vision is to create a new kind of business support organization, efficiently connecting local companies with high quality global service provision. To fulfill this vision, BLN needed to ensure that its people could consistently deliver this level of service to clients. Ensuring it employed the right people in the first place was a key concern.

Valerie Barker, Human Resources Manager at Business Link Nottinghamshire explains, "it is not enough to rely purely on an interview to give an all round view of a candidate. You need to take a holistic view of someone to be able to make an objective assessment as to whether they will fit the role. As an organization we are judged on our interaction with clients, our customer service. To deliver this we need the right kind of people." She continues, "our business advisers not only need sound business experience but they also need to have good personal skills, work to their own initiative as well as being quick and alert. An interview will only tell you so much."

“There are three key steps in the recruitment of people: applications, interview, and the person’s profile. We will have an idea of who the person is based on the CV and the interview. However, sometimes we are in a position where we have two candidates with the same qualifications and experience and Thomas’ PPA can tell us who is better suited for the job.”

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The Solution

BLN uses Thomas’ web-based Personal Profile Analysis (PPA) as part of their recruitment process.

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BLN also uses Thomas’ on-demand Job Profiling software to create templates for the job they are recruiting for. Job Profiling enables clients to quickly and effectively profile the job being recruited for. It gives hiring managers a template for a job into which a candidate can be ranked against.

The Result

Valerie Barker adds “Before you can recruit the right person to the right job you must understand not only the candidate’s profile but also that of the job itself. Just as the PPA enables us to understand the behavioral characteristics of an individual, Thomas’ Job Profiling tools helps us identify the behavioral requirements of a job. She goes on to say, “by comparing the PPA to a person’s profile we are also able to see their shortcomings in the role. As a manager this is important as it will enable you to manage them to ensure this gap is filled.”

“We had one person whose profile highlighted that he found meeting deadlines difficult. The manager found that he would leave the task until the last minute but the deadline was met. He therefore knew that constant reminders about a due piece of work would not be the best management approach and would only serve to antagonize. By standing back and allowing his team member to work to his own style the tasks were completed and everyone felt valued”

Thomas International Case Study: Business Link Nottinghamshire

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ABOUT THOMAS INTERNATIONAL

For over 25 years, Thomas International has been a global leader in the provision of on-demand behavioral assessments and reporting used to recruit, develop and retain top talent.

Thomas International has a presence in 60 countries and availability in over 56 languages. More than a million Thomas International software-as-a-service (SaaS) delivered assessments are completed each year.

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