

Case study

Ideas to Market

Marketing agency using Thomas assessments to hire and support the talented individuals that set their business apart.

Tools used: PPA, 360

Ideas to Market are a London based marketing agency providing focused, creative solutions designed to maximise client investment. Working primarily within the retail space they create and deliver original communications that drive demand among target audiences.

The agency aims to excel in delivering service to clients. Their individual business approach, along with a talented team, has led to rapid business growth over the past two years.



Tony Treacy
Managing Director

The challenge

Tony Treacy, Managing Director explains, "The agency was created just a few years ago and was going through a phase of rapid growth. We were interviewing ten to twenty people per week and finding it hard to keep track of and evaluate candidates effectively."

"In the agency world the adage, 'you are only as good as your last job' is unavoidable – it's really easy to lose clients but very hard to win them. It's essential we offer clients exceptional levels of service and to do that we need the best people. We knew some of the people we hired were more successful than others, but needed to pinpoint why. We also wanted to preserve the team dynamic that had contributed to our success so far."

The solution

"We used Thomas PPA throughout the company, starting with the Senior Management team. All Directors received PPA training and we ran in-house Self Awareness and Modifying Behaviour training for everyone with direct reports."

PPA assesses an individual's behaviour in the work environment and can answer questions such as: what are their strengths and limitations? Are they self starters? How do they communicate? What motivates them?

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"Using this information we introduced the PPA assessment into the final stages of our interview process. This helped us evaluate candidates more objectively and make better decisions about who was likely to perform in our organisation. Post-recruitment the report helped us consider how an individual would work within the team, what ongoing development they would need and the most effective way to manage them."

“This has proved particularly helpful for younger candidates. The first three to six months of any job are tough. The PPA report enables frank conversations on how an individual is going to manage the job requirements and aspects of the job they may find difficult. Opening the door to these conversations at the start of employment prevents tackling the same issue months down the line when bad habits may have set in.”

“Within the agency we discovered some people were in jobs that didn't suit their preferred behaviour style. The PPA report identified the source of the problem and allowed us to consider ways to restructure these roles. The result was individuals who felt more comfortable in their roles and improved levels of performance.”

“Following the success of PPA we introduced Thomas 360 as part of our appraisal system. We had a bespoke in-house system in place but it had become over complicated. Thomas 360 met our need for an easily administered feedback tool that could be used throughout the business.”

“Thomas PPA and Thomas 360 help us hire and support the talented individuals that make our business work.”

Thomas 360 is a competency based questionnaire that gives objective and honest feedback from peers, managers and team members on behaviours that are critical to an individual's role within the business. The feedback is anonymous and enables individuals to understand how others perceive them.

“Thomas 360 revealed a discrepancy between the priorities of line managers and their reports, and enabled discussion about these differences, which would otherwise be difficult to initiate. These discussions brought potential issues to the forefront and allowed corrective action to be taken.”

“When people enjoy working for us, clients enjoy working with us. We have low staff turnover (5%) and are committed to creating an environment where people can enjoy their work and feel driven to excel. Thomas tools contribute to building great working relationships throughout the agency and making people more effective.”

“Ideas to Market has a reputation for providing the best project management, the best creative and the best client experience. Our formula is talented people and managers. Thomas PPA and Thomas 360 help us hire and support the talented individuals that make our business work.”

