



# ZANDER SEARCH

## CASE STUDY

### RECRUITING AN INTERNAL STRATEGY TEAM

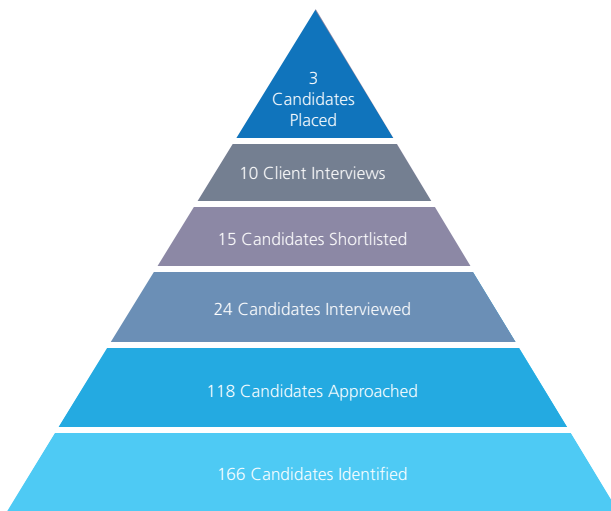
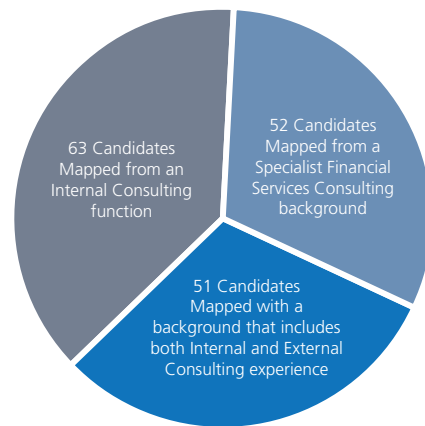


Illustration of the life cycle of this project showing how many candidates were considered at each stage of the recruitment process.



Identified candidates split by business sector.

**SITUATION:** Our client, a leading British corporate bank, felt over reliant on their relationship with a tier 1 strategy house and wanted to create a more even balance between internal and external idea generation.

**REQUIREMENT:** Our client embarked on building an internal strategy team to complement their existing external relationship. Zander Search were retained to recruit two executive level individuals with detailed corporate banking knowledge and the analytical skills typical of a tier 1 strategy house.

**SOLUTION:** Zander Search undertook a mapping project to identify individuals from three distinct groups:

- Consultants specializing in Financial Services
- Ex Consultants currently working in a financial service institution
- People fulfilling the role of a consultant within a corporate bank.

Once the research was complete, the search targeted all 3 groups, aiming to identify and engage the best talent from each.

#### THE OUTCOME:

The search resulted in the appointment of three individuals, one from each of the groups identified and all with skills that complemented each other. This team has developed in to one of the top 5 most successful internal consulting teams in the UK banking market and has dramatically reduced our client's reliance on external partners.

#### THE CHALLENGES:

The challenge was in delivering what would normally be 3 searches as a single and combined solution. We implemented a rigorous planning and profiling stage to ensure we had a clearly defined ACID test and person profile, thus allowing us to look at each candidate's profile in isolation of their work experience.