

UK Housebuilder & Residential Developer / Contractor

Leadership Talent Acquisition System

A system that helps Housebuilders, Residential Developers and Contractors hire the top 15% of Mid-Senior Level talent in their markets.



C-Suite and Executive



Managing Director



Discipline Directors and Managers

Mid-Senior level appointments are critical to the success or failure of your company.

80% of your results come from the top 20% of your employees.

We know that hiring within the Housebuilder market can be challenging

We've summarised the most common client problems into four key points. Whether as a Chairman, Director or HR professional, you may have noticed that:-



Senior Talent Pool is Shrinking

For our clients, frustration at the diminished size of the senior talent pool, due to a number of factors is one of the key reasons for considering external help.

Those factors include:

- Lack of new industry entrants between 2007-2010
- Perceived lack of diverse talent
- A negative perception of the housebuilding sector
- Geographical Variation in talent
- Tendency for leaders to hire people that they know - "black book" contacts



Cost of Hiring is Increasing

Housebuilding Senior level talent acquisition is getting more expensive. Not because of salary inflation, but because it's so easy to waste money on poor advertising, recruitment fees and bad hires.



Hiring Process Takes Too Long

It takes too long to fill mission-critical Housebuilder vacancies. Roles are left open for months, and by the time you're in a position to hire, the candidate you want is either getting similar offers or has already accepted one.



Culture Fit is a High Priority

Finding a new hire who is a "culture fit" is becoming an increasingly important hiring factor. In a market where skills are harder to find but can equally be taught, culture fit is seen as a fixed quality - and a quality which is often perceived to be at the cause of failed hires. Perceived culture fit can also cause conscious and unconscious bias to creep into the recruitment process.

Standard recruitment methods for Housebuilder Leadership Appointments

These include:

Internal Recruitment Methods -



Postings jobs on company website and job boards



Sending LinkedIn Messages



Use social media platforms (i.e. LinkedIn Facebook, Twitter, etc.)

External Recruitment/Search Firm Methods -



Postings on job boards



Sending LinkedIn Messages



Trade Press Adverts



Database Mailshots



Warm Call Candidates (Headhunting)



Cold-call and warm-call candidates



Database Mailshots

Do It Yourself -



Using your known network of contacts

The Problem (and it's not your fault!)

Standard Housebuilder recruitment methods simply do not work effectively in today's market. Here's why:



Email

Standard Email Mailshots have an average open rate of just 35% with only an 11% response rate.



Outdated Databases

More than 30% of the average recruitment function's database is out of date – quite a shock!



LinkedIn is Ineffective

Only 16% of LinkedIn users are active daily and only 46% of users are active monthly. Along with the fact the algorithm is constantly changing, this makes LinkedIn ineffective as a main recruitment method.



Call Fatigue

Cold calling success rates rely on the skill set of the caller who could either win the candidate or, if inexperience, drive the potential for success to less than 5%. This could potentially damage your brand. This method is also less effective as fewer people answer "unknown" numbers now.



Cherry-picking

External Recruitment Consultants working on commission are incentivised to cherry-pick the easy-to-fill roles, NOT the hard-to-fill ones. On average, they need to work 11 jobs just to fill one.



Wrong Emphasis

Recruitment companies are KPI driven, focusing on quantity over quality of calls or CVs, meaning poorly filtered candidates, irrelevant CVs and a lack of diversity in hires are more likely.



DIY

Do It Yourself recruitment seems logical – speaking to your trusted contacts who can get the job done. However, this method can limit your options; potentially stronger candidates could be missed; and diversity, especially in senior leadership, is limited, because your own contacts are likely to be similar to yourself. This is known as Network Bias.

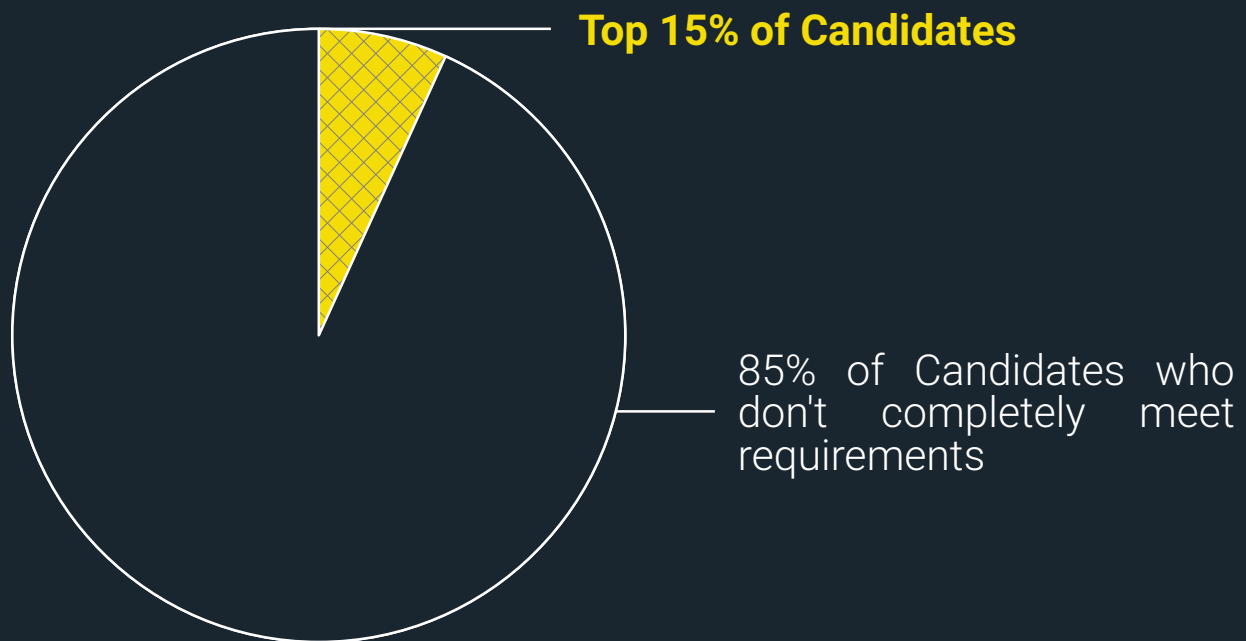


Geography

Many companies and recruitment agencies target and write job adverts focussed on specific areas, i.e. searching only within a certain radius to the company. But with talent concentration varying around the country, you're sabotaging your own potential talent pool whilst alienating those further afield.

WARNING!

Because of standard recruitment methods you are being denied the **top 15%** of diverse candidates within the Housebuilder market and may end up choosing a candidate that doesn't tick all the boxes.



Is it worth the risk?

"What is the cost of a bad hire?" Webinar series

Money, time, resource - every housebuilding business actively avoids waste in these areas, yet when a bad hire is made, all three are significantly impacted. Why is this, and how can the costs and risks be minimised?

To answer these questions, industry heavyweights Andy Beasley and Darren Humphreys joined HCG Director, Gerard Ball, to analyse the cost of a bad hire across seven key discipline Director Roles.

In their discussions, they highlight what each role should bring to a business, the cost to a business of making a poor choice with these hires and the measures you can take to minimise the chance of making a bad hire.

Roles analysed include:



Managing
Director



Construction
Director



Technical
Director



Commercial
Director



Land
Director



Financial
Director



Sales
Director

About the contributors -

[WATCH COST OF A BAD HIRE WEBINAR SERIES HERE](#)



Andy Beasley
Retired Regional
Chairman of Bellway
Central PLC















Darren Humphreys
Regional MD, Tilia Home
Central; Former CEO at
SME Rectory Homes



As demonstrated, typical recruitment methods have limited impact and do not give you access to the full market!

Typically, they only reach between 40-60% of the market. Look what you're missing out on.

Job Function	100%	Standard Recruitment Methods		Human Capital LTAS 93-100%
		40% Results	60%	
 Managing Directors + Ops Directors	696	279	418	696
 Construction Directors	445	178	267	418
 Contracts Managers	1192	447	715	1132
 Commercial Directors	387	155	232	360
 Commercial Managers	568	227	341	528
 Technical Directors	371	148	223	360
 Technical Managers	1054	421	632	1001
 Land Directors	458	183	275	440
 Land Managers	579	232	347	556
 Sales and Marketing Director	410	164	246	390
 Sales Manager	808	323	485	776
 Finance Director	314	126	188	305
 Finance Manager	241	96	145	224

The Human Capital UK Housebuilder Talent Acquisition System gives you access to 93-100% of the market across the UK, which is an improvement of up to 60%.

Internal impacts of not assessing the full market...



Your team is cracking under the strain of covering for a missing role, not to mention the lack of leadership where the vacancy is a Senior role.



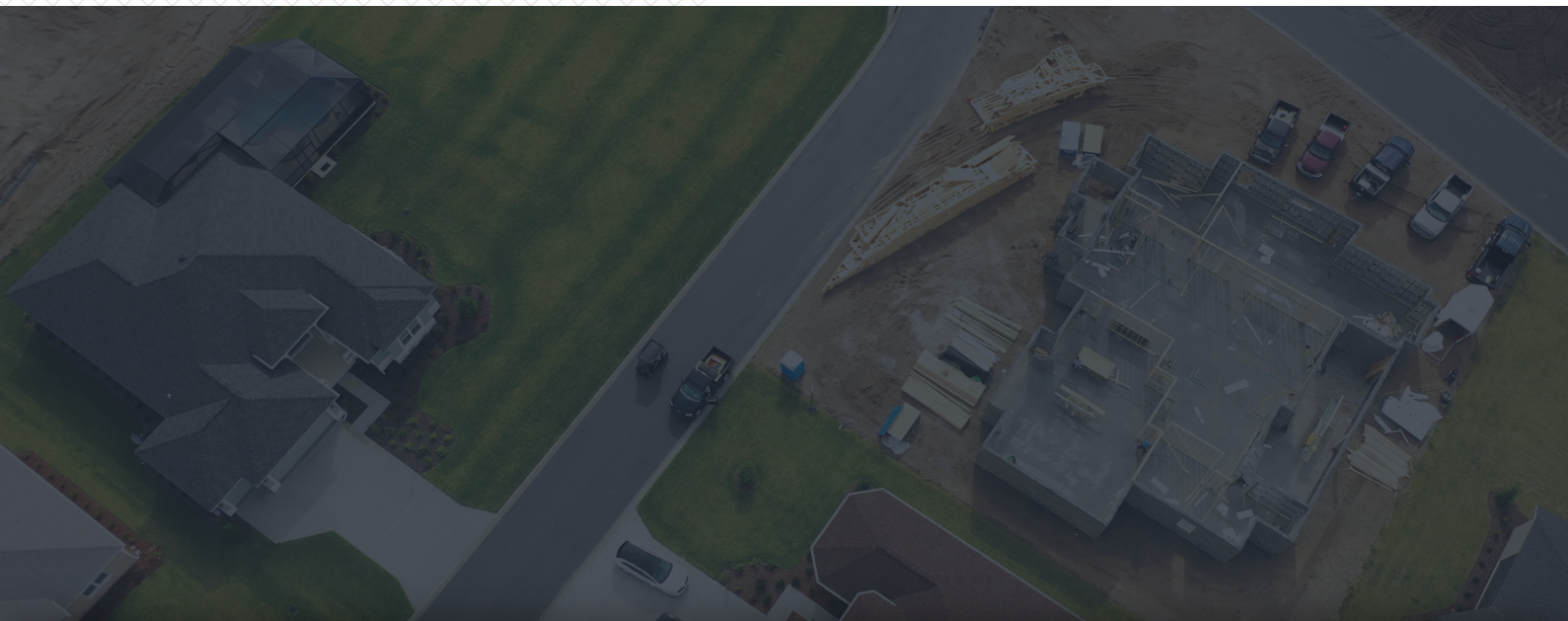
You're probably picking up some of the slack yourself or delegating – less than ideal!



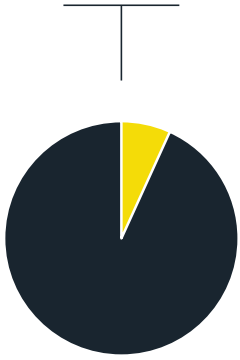
Increased staff turnover, decreased efficiency, and perhaps even a rise in absenteeism are looking more likely.



If it's your responsibility to fill the vacant position, the slow progress and the increasing expectations of your colleagues will be weighing you down. You need peace of mind that you'll hire the right person for the role, and that you're searching the whole market to access all diverse groups.

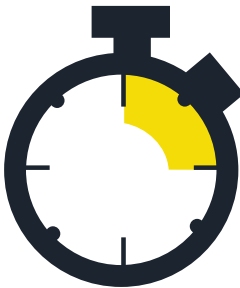


The solutions to your problems: Quality, Value, Speed and Retention



Quality and Value

Recruitment is cheap when you get quality and value. When you can be confident the very best candidate in the whole market will be joining you. When you know every candidate will be contacted, as well as being dealt with personally and professionally, upholding your employer brand. When you know the market is regularly mapped out using digital platforms and automated processes work 24/7/365 to ensure that we have 93-100% of the Housebuilder market, and you have 24/7 visibility on the process. This is what our LTAS system delivers.



Speed

With so much competition for the best people in the UK market, you need a system that delivers quickly, reducing stress and workload on your team and yourself. Our automated, digital systems are activated within the hour, contacting candidates in an efficient and professional manner. This delivers top candidates to you in a fraction of the time standard recruitment processes do.



Retention

Mitigate risk of bad hires and reduce costs with our performance-based candidate analysis, psychometric testing and filtering system. Through these tools, we apply a more objective approach, which limits the impact of human bias and inconsistent opinions, leading to more successful hires than typical recruitment methods.

Hiring the right Leadership team within the Housebuilder market is pivotal to your success.

The top 15% of talent in the market solves your headaches. They drive projects and businesses. They are the only way to guarantee your success and why we work 24/7/365 targeting these much sought-after individuals.

Human Capital Group's Housebuilder and Developer Leadership Talent Acquisition System

Here is our nine-step process in sourcing Housebuilder and Social Housing Contractor leadership talent -

Deep Dive



We sit down with you to get to the bottom of your needs and identify precisely what the criteria for top talent looks like to you.

We gain an understanding of your company's unique culture, decision making approach, organisational structure and and your USP (and if you don't have one yet, we will help you craft it).

Digitally map out 100% of the target universe



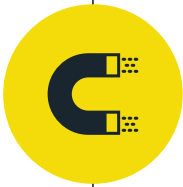
Our 24/7/365 digitally automated systems map out the entire market of your perfect candidate avatar across the UK. If they have a digital footprint, we will know about them. Using big data to map out the whole market removes potential risk of conscious and unconscious bias, whilst digging deep to find the best talent for your team.

Automated 7 touch system deployed



Within 24 hours, our 7 touch fully automated platform will be activated. Over the course of 2 weeks, we will have touched the target audience multiple times through various mediums. Every avenue will be methodically explored, using both online and offline methods.

Attraction and Market Authority



Human Capital Group deploys a number of round-the-clock digital inbound strategies to draw active interest to your open positions. This comes from qualified talent, both passive AND active.

Assessment and Interview



Every system requires a Human element. That's why our senior headhunters conduct in-depth interviews with the best candidates. We assess both hard skills and soft skills using tools such as psychometric testing, while gaining an understanding of their motivations and evaluating their cultural fit to your business.



Candidate shortlist presentation

Suitable applicants are shortlisted and their details submitted to you. Each cover sheet summarises the most pertinent information in detail, highlighting the factors which would be crucial for a successful hire.

We then talk you through each of the CVs and answer your questions.



The "Hot-Button" interview preparation

Both candidates and clients are prepped for the interview. If you like the candidate, it is useful to know what their "hot buttons" are.



Coaching through offer acceptance, resignation and onboarding

Once we've found the candidate that's right for your business, we support both you and the candidate through the next steps of the process. This includes offer-making negotiations, handing in their resignation, covering counter offers and managing the candidate up to their start-date.



The Art of the Follow Up

It's not over when it's over. Our retention programme can help you build high performing teams that last. A structured check-in process at regular intervals, our retention programme ensures candidate on-boarding and performance progress go exactly as expected. It aids the hiring manager and placement in working effectively and productively together.

Your outcome



Quality - The top 15% of Housebuilder leadership talent acquired without bias. Bottom 85% avoided, time saved.



Speed - a process that covers ground faster than traditional methods, meaning your business critical roles are filled in a shorter time frame.



Retention - Better candidate selection, extensive filtering and our retention programme means satisfied candidates who stay.



Value - risk of costs associated with bad hires are mitigated and you have peace of mind that your investment will pay off.

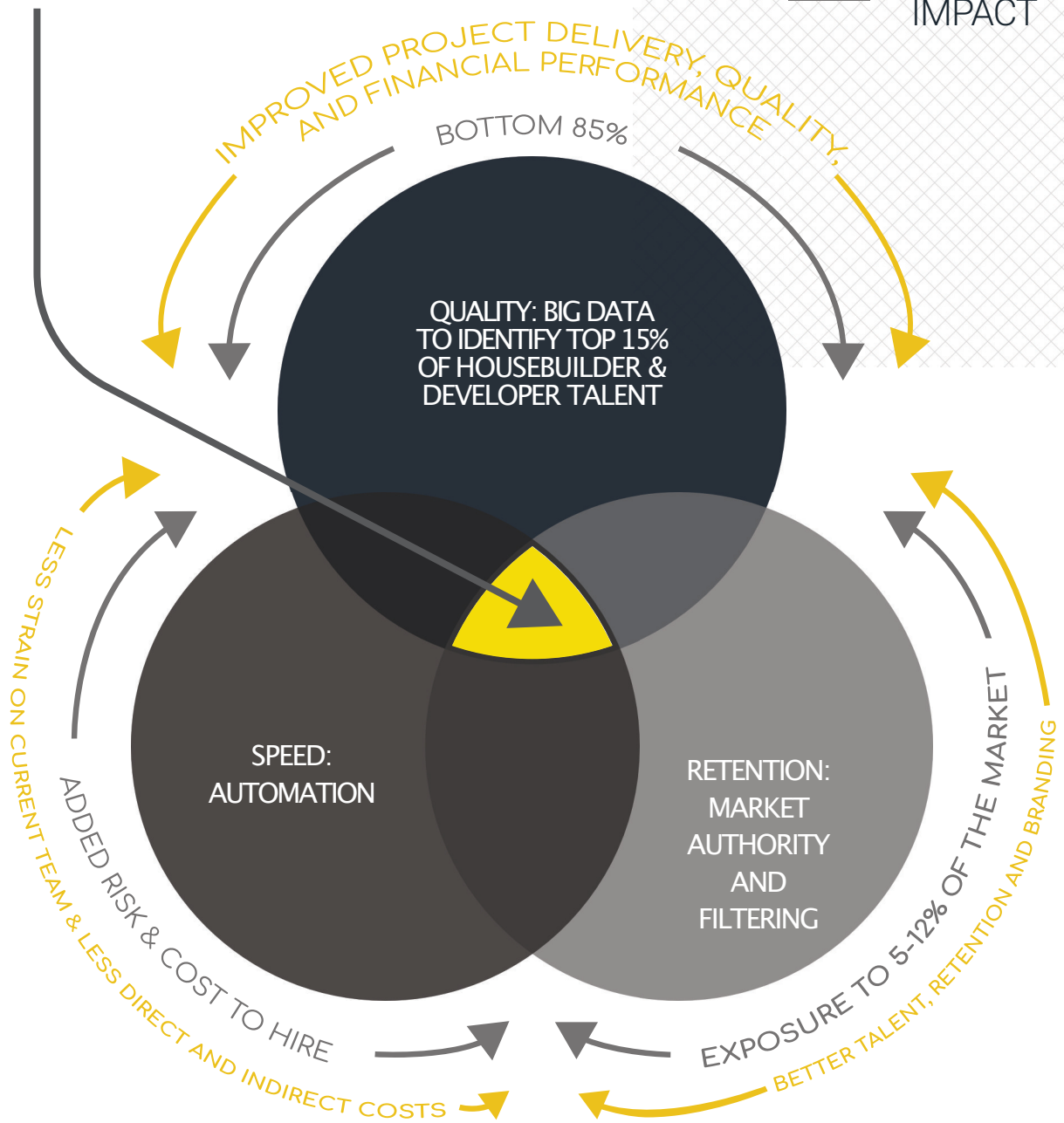
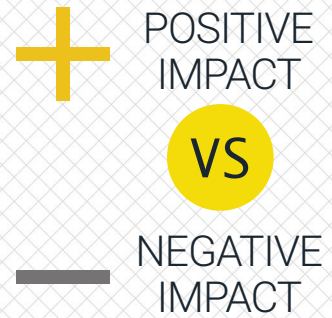
About Human Capital Group

Human Capital Group helps Housebuilders, Residential Developers and Contractors to identify, recruit, and retain top candidates for their Senior to Mid-level positions. We enable them to grow their businesses and thrive amidst world-class competition.

Typical roles we fill:

C-Suite	Executive Team & NED
Managing Director	Operations Director
Construction Director	Contracts Manager
Commercial Director	Commercial Manager
Technical Director	Technical Manager
Land Director	Land Manager
Development Director	Development Manager
Sales & Marketing Director	Sales Manager
Finance Director	Finance Manager

Leadership Talent Acquisition System



"Building a Winning Housebuilding Team" Webinar Series

As a leader in the housebuilding sector, you know that acquiring, retaining and managing a winning team is often key to success.

But how do you build said winning team? From setting the foundations to the finishing touches, over the course of three webinars our Managing Director Gerard Ball and two industry titans, Andy Beasley and Darren Jones, have discussed the finer points of 'How to Build a Winning Housebuilding Team'.

Andy and Darren have risen through the ranks of the housebuilding industry and know the ins and outs of talent management, having both been the talent themselves and managed winning teams. They have also both been the Chairman of PLCs and privately-owned companies and are now both working as non-execs within SMEs.

Points covered include:



Establishing the team



Setting expectations



Retention and acquisition



Company structure, checks and balances'



Talent management

About the contributors -

WATCH BUILDING A WINNING TEAM WEBINAR SERIES HERE



Andy Beasley
Retired Regional
Chairman of Bellway
Central PLC



Darren Jones
Non Executive Director,
Gilbert & Goode; Former
Divisional Director of
Miller Homes Ltd.



The Housebuilder Business Resilience Hub

We create market authority through our blogs, podcasts and webinars, which formulate the Housebuilder Business Resilience Hub.

Featuring industry leading experts and specialists, the Hub is packed with information and insights for both clients and candidates.

Contributors include -



Helen Moore
Group Director at Orbit Homes



Tariq Usmani MBE
Co-founder and CEO of Henley Homes Group



Andy Beasley
Retired Regional Chairman of Bellway PLC



Geraldine Howley, OBE
Former CEO of inCommunities



Darren Humphreys
Regional Managing Director, Tilia Home Central; Former CEO at SME Rectory Homes



Paul Lester, CBE
Group Non-Executive Chairman of McCarthy and Stone PLC



Darren Jones
Non Executive Director, Gilbert & Goode; Former Divisional Director of Miller Homes Ltd.

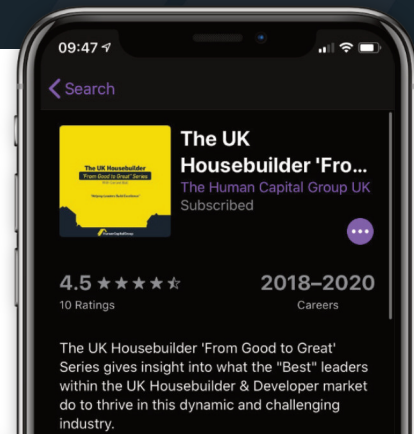


Ian Sutcliffe
Retired CEO of Countryside PLC

'From Good to Great'

The Human Capital Group Podcast

'From Good to Great' gives a fascinating insight into what the Best leaders within the UK Construction, Housebuilding & Development market do to thrive in this dynamic and challenging industry.



Our Testimonials



Gerard's overall **market knowledge** coupled with a **consultative approach** reassured me throughout the hiring process. The whole Human Capital Group team were **very efficient**. I was always kept up-to-date with **effective communication**.



HCG did everything that their LTAS system promised. They delivered a long-list of candidates within 24 hours, we had access to the list and could see clearly who was being approached and the outcome of the approach.



As a client, I've been delighted with the **speed and quality of hires**, which has always exceeded my expectations. Best of all? **The whole team is still here.** Gerard has helped me build a **very strong board** of highly skilled individuals with personalities that all match and filled even **one or two tricky mid-level roles**. I wouldn't hesitate in using Human Capital Group again



Gerard & Human Capital Group's **knowledge** and **understanding** of the **market** is fantastic. They takes a **consultative approach**, and listened to what I needed and wanted to effectively find a role which fell in line with what I was looking for.

Contact Us

If you are a business leader within the UK Housebuilder, residential development and contractor market and have experienced problems with attracting or retaining the top 15% of candidates - contact us using the below to solve your issues – Quantity, Quality, Speed and Retention 24/7/365.



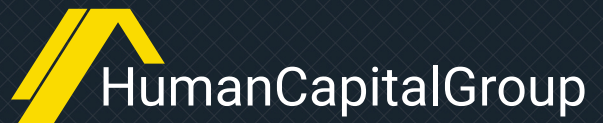
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Schedule a Talent Blueprint call with Human Capital Group using the button below.

The blueprint call will provide you with a clear hiring strategy to help you achieve your short and long-term business goals.

[SCHEDULE TALENT BLUEPRINT CALL](#)