

UK Residential Housebuilder and Developer Leadership Talent Acquisition System

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



C-Suite and Executive



Managing Director



Production,
Commercial, Technical,
Land & Sales Directors
– 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
- A negative perception of the housebuilding sector
- Geographical Variation in talent
- Tendency for leaders to hire only known 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 or recruitment fees.



Hiring Process Takes Too Long

It takes too long to fill mission-critical Housebuilder vacancies. 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.

There are 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.)



Trade Press Adverts



Database Mailshots



Warm Call Candidates (Headhunting)

External Recruitment/Search Firm Methods -



Postings on job boards



Sending LinkedIn Messages



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

More than 30% of the average recruitment function's database is out of date – quite a shock!



Poor Response

LinkedIn InMails only have an average response rate of approximately 17-26%.



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 and irrelevant CVs 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.

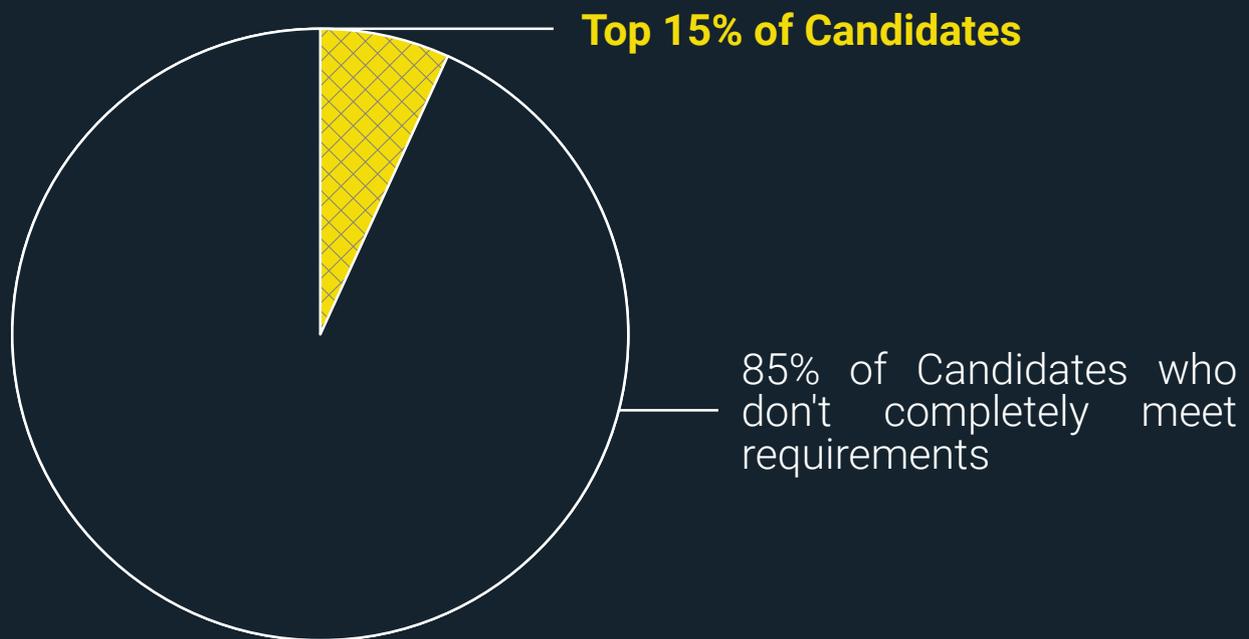


Geography

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 candidates within the Housebuilder market and may end up choosing a candidate that doesn't tick all the boxes.



Is it worth the risk?

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 Results		Human Capital LTAS 97-100%
		40%	60%	
 Chairman + Owners	190	76	114	190
 Managing Director + Ops Directors	606	242	363	588
 Construction Director - Contracts Manager	693	277	415	672
 Commercial Director - Commercial Manager	511	204	307	496
 Technical Director - Senior Technical Manager	266	106	180	258
 Land / Development, Planning Director - Manager	809	324	485	784
 Sales Director	255	102	153	237
 Land Manager	392	157	235	380
 Estimator & Planner	307	123	184	286
 Project Manager / Site Manager	4023	1609	2414	NA
 Quantity Surveyors	1539	616	923	NA
 Technical Manager - Tech coordinator	882	353	529	NA

The Human Capital UK Housebuilder Talent Acquisition System gives you access to 97-100% of the market across the UK, which is an improvement of up to 60%.

In the meantime, your problems mount...



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.



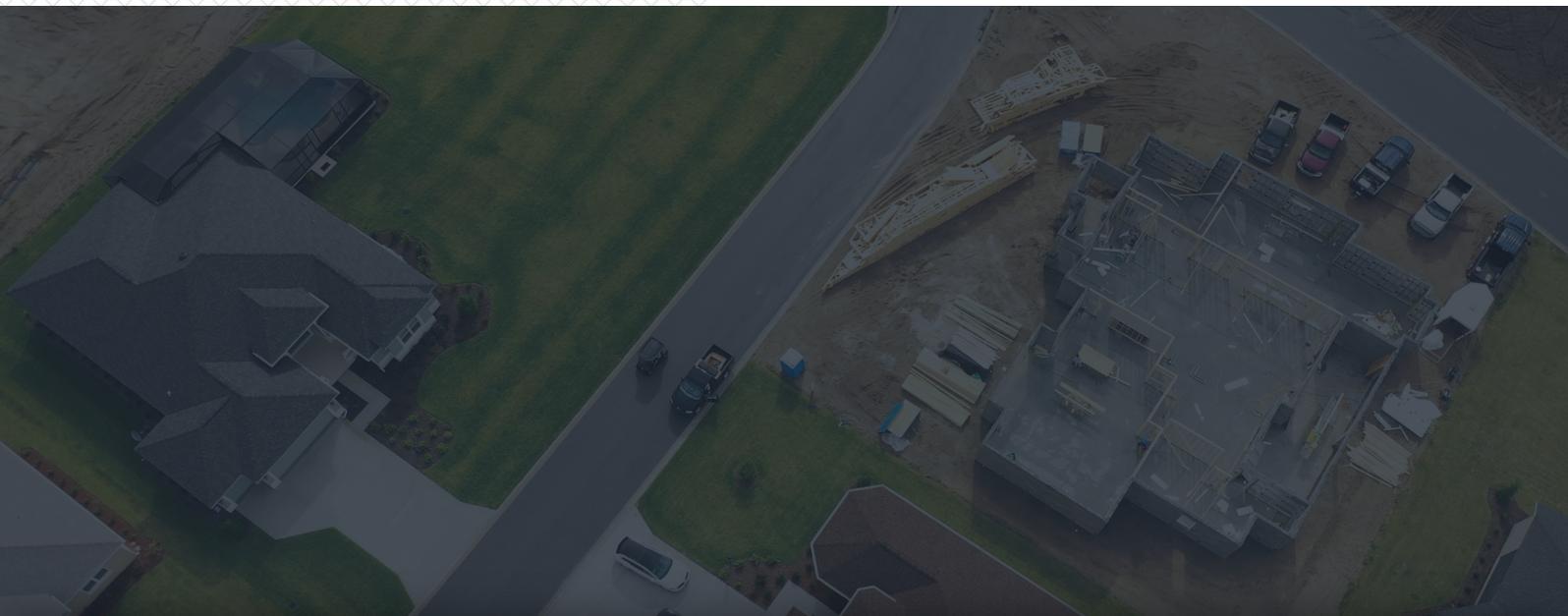
You're probably picking up some of the slack yourself or delegating – less than ideal!



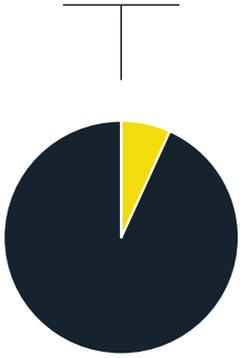
Increased staff turnover, decreased efficiency, and perhaps even a rise in absenteeism are looking more likely.



If it's your responsibility to fill the vacant position, you're doing all that you know to find the right person. But, the slow progress and the increasing expectations of your colleagues will be weighing you down.

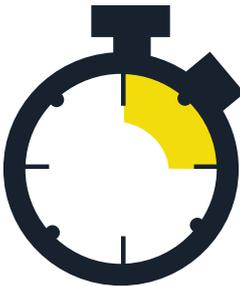


The solutions to how we attract the top 15% of talent are: Quantity, Quality, Speed and Retention



Quantity & Quality

Increase your visibility and attraction rates. Our digital platforms and automated processes work 24/7/365 to ensure that we have 93-97% of the Housebuilder market mapped out. In contrast to standard emails, our average email open rate is over 80%.



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 digital systems are activated within the hour, delivering candidates to you when you need them.



Retention

Mitigate risk and reduce the cost of bad hires with our performance-based candidate analysis and filtering system, which assesses the main candidate motivations.

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 the top 15% target Universe



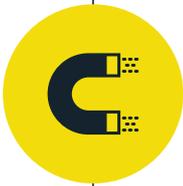
Our 24/7/365 digitally automated systems map out the entire market of your perfect candidate avatar across the UK. If they have a digital footprint, we will know about them.

7 touch system deployed within 24 hours



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 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.

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, 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 also aids the hiring manager and placement in working effectively and productively together.

Your outcome



Top 15% of Housebuilder leadership talent acquired more quickly. Bottom 85% avoided, time saved.



Twelve-month guarantee that cements our commitment and gives you peace of mind.



Better candidate selection and improved retention thanks to extensive filtering.



Lower cost of hiring, reduced pressure on other staff.

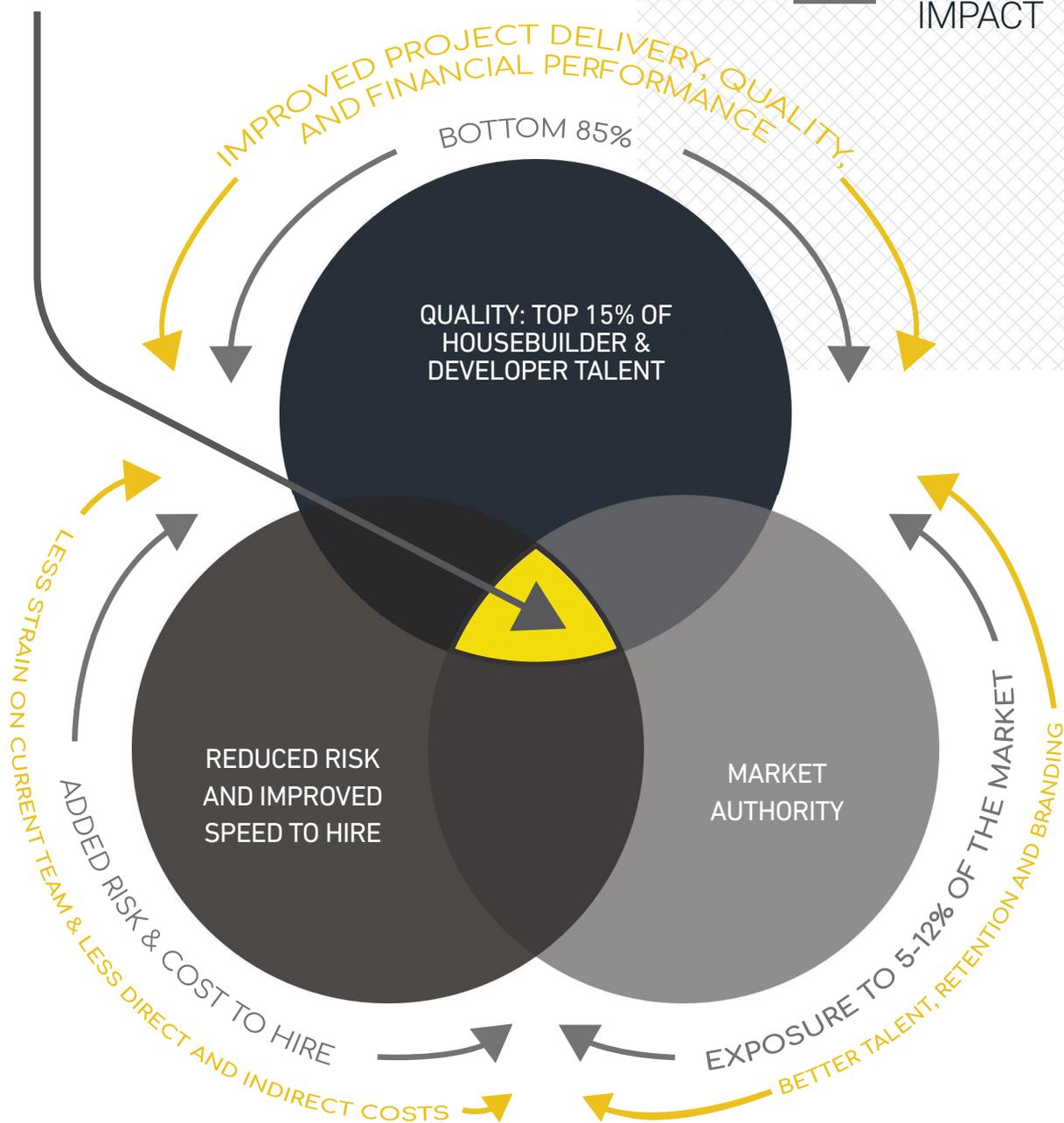
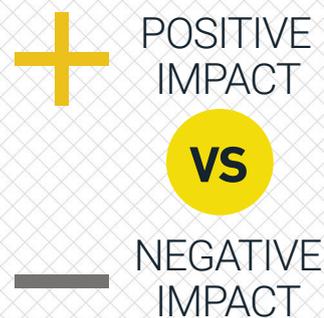
About Human Capital Group

Human Capital Group helps Housebuilders, Developers and Social Housing 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
Project Director	Project Manager

Leadership Talent Acquisition System



Contact Us

If you are a business leader within the UK residential development 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.



+44 (0) 203 800 1080



enquiries@hc-group.co.uk



160 Kemp House, London, EC1V 2NX



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](#)

'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.

