

# Case Study

## FTSE 100 Global Head of L&D



### CHALLENGE:

- Our client's new business strategy put people at its heart.
- They were in the process of further enhancing their employee proposition to ensure they have an engaged, high-performing and fulfilled workforce that truly reflects the diversity of the societies they live in and the communities they serve.
- Our client wanted to appoint a Head of L&D who can take a central lead on the Learning and Development agenda, particularly in the area of unit managers. The immediate remit of the role will take full ownership to create and implement a development strategy for circa 40,000 unit managers across 50 countries.

### SOLUTION:

- **Attraction** – Using various Executive Search tools, Norman Broadbent ran a high-touch campaign targeting 'Heads of' or 'Directors' with International L&D experience.
- **Selection** – A specific industry background was not essential as individuals from varying sectors could perhaps offer a different view.
- **Assessment** – Filtering candidates through video interviews before sending across shortlist of 5 candidates.

### OUTCOME:

- Norman Broadbent were able to shortlist each role within 20 working days.
- Our client was very impressed with the candidates presented, and 3 candidates progressed to final stage interview.
- Norman Broadbent were able to provide a cost effective pricing strategy, which was based on a model of shared risk.

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If you would like to confidentially discuss how The Norman Broadbent Group could help you overcome your business or people challenges, please contact, Lyle Stewart via [lyle.stewart@normanbroadbent.com](mailto:lyle.stewart@normanbroadbent.com).