

BMF support Bradfords Recruitment Strategy to select the best

Bradfords, as part of their Growth Talent Development Programme approached the BMF to support this process. In particular, Sue Reed, BMF Trainer and Clarity4D Practitioner, was tasked to undertake the full administration of producing Personal Profiles for each applicant.

To ensure the correct Clarity4D profile was selected the Features and Benefits of the full range (as detailed below) were reviewed in conjunction with Richard Jones BMF Regional Manager for Northern Ireland, Wales and South West England.



	Features – Facts about the product	Benefits – the value they add
Full Profile	<ul style="list-style-type: none"> Based on Jungian psychology Not just a profile – 4D process Simple to use and understand Workbook element to encourage action Colours are linked to the elements and concept of energy Avoids 'labelling' people 	<ul style="list-style-type: none"> Common language for organisation Removes personal element Can be used for difficult conversations Can be used for performance appraisal Helps with personal relationships Supports 1-2-1 coaching and training
2D Profile	<ul style="list-style-type: none"> Visual comparison of how you see yourself vs how others see you in terms of colour Visual and word feedback Not anonymous 	<ul style="list-style-type: none"> Avoids the negativity of 360 evaluation Have rich conversations to build relationships Helps an individual on personal leadership journey
Team Dynamics	<ul style="list-style-type: none"> Speedy report from 48 questions Anonymous Measures team effectiveness Linked to 4 colour energies 	<ul style="list-style-type: none"> Provides a benchmark Identify priorities for making change Can be re-measured to record progress Helps with organisational culture change Visual of the balance between Relationship and Task Elements Underlying statistical information
New Direction	<ul style="list-style-type: none"> All the features of the Full Profile plus Written in non-corporate language Highlights the type of environment/work suitable for the individual 	<ul style="list-style-type: none"> Helps people through change Builds confidence Can be used for writing CVs Helps people plan for the future And take action
Youth	<ul style="list-style-type: none"> All the features of the Full Profile plus Visually attractive Written in language appropriate for teenagers Highlights the type of environment/work suitable for the individual 	<ul style="list-style-type: none"> Builds confidence when leaving education Can be used for writing Personal Statements Can be used for writing CVs Basis of personal development for life
Sales Profile	<ul style="list-style-type: none"> All the features of the Full Profile plus Identifying strengths and areas of potential as sales person Identifies buying decisions of different colour energies Overlays strengths with a simple 6 step process 	<ul style="list-style-type: none"> Helps organisations with no sales process Identifies 'gaps' in sales skills Brings colour into different teams within an organisation – e.g. sales, customer service We are all sales people – helps build relationships generally!

Lynda Moore, Bradford's Head of Talent and Development

Why did you want to include the Clarity4D Full Profile as part of your Growth Talent Development Programme?

"We want our selection processes to include tools that give us more information about candidates and that allow us to have more focussed discussions around motivation and behaviour. In particular, we want to have a process for internal candidates that allows us to put development plans in place for both the successful candidates and those that were not successful on that particular occasion and who would benefit from further development. If we can use the selection process to help employee development, it has to help make it a more positive experience, even for unsuccessful candidates".



How did you use the individual's profiles within your recruitment process?

"We were keen to promote internal candidates into two new roles we had and to help the recruitment process, we asked all candidates to complete the Clarity4D profiles. Our aim was to get a better understanding of the applicants. As they were all internal candidates, we already had knowledge of them in their existing roles; how they performed and how they interacted with others etc. The Clarity4D profiles helped to provide more of an insight into their motivators, their challenges and their behaviours. This in turn allowed us to delve into these areas more during the interview and selection process.

As part of the selection interview process, we asked each candidate to provide feedback about their profile including how they believed their behaviours would help them if they were successful in getting the role they were being interviewed for. The candidates also provided information about what they believed would be the more challenging aspects of the new role, how this might impact on their behaviour and what they would do to overcome this".

For the successful candidate how will the profile support their talent development the Bradford's way?

"We want to use these profiles to help identify each candidate's strengths and areas of development. We can use the profiles to have effective discussions about individual development areas and the type of development and learning that is best suited to them. We also want to encourage candidates to consider others' perceptions of them and to actively seek feedback from their peers and leaders to help their continuous development in Bradford's".

Great feedback about the profiles during the interviews for the Regional Sales Manager. All candidates said how accurate their profiles were. We will be using them to help their development plans.



Richard Jones Regional Manager (Northern Ireland, Wales and South West) commented:

"Bradfords have fully recognised the value of Clarity 4D profiling as a key tool to identify and support suitable candidates with their future personal development within the company's overall vision for the business".

This is a great example of how the BMF are delivering effective strategic partnerships with its members.



Sue Reed, Director R&S Reed Consultants Ltd
www.reed-consultants.co.uk

"Utilising the Full Profile in the BMF Excellence in Branch Management Programme coupled with the ISM Essential Foundations of Sales Management Programme, ensures candidates receive the maximum opportunity to discover their hidden potential. By focussing on this opportunity for development and by applying the Clarity4D profiling tools to each individual, allows me to encourage their talent to grow".

The Team DyNAmics profile helps teams to measure their Team Effectiveness, across 16 Elements, that are important in achieving high-performance teamwork.

Team
DyNA
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