



Optimising Your Hiring Strategy

Our Guide to Bespoke Executive Search

V&C Associates | 25 Years of Specialist Expertise in the Retail Sector

The Conventional Recruitment Trap

Many organisations are caught in a costly, repeating cycle when relying on conventional recruitment methods. Understanding this cycle is the first step toward breaking it.

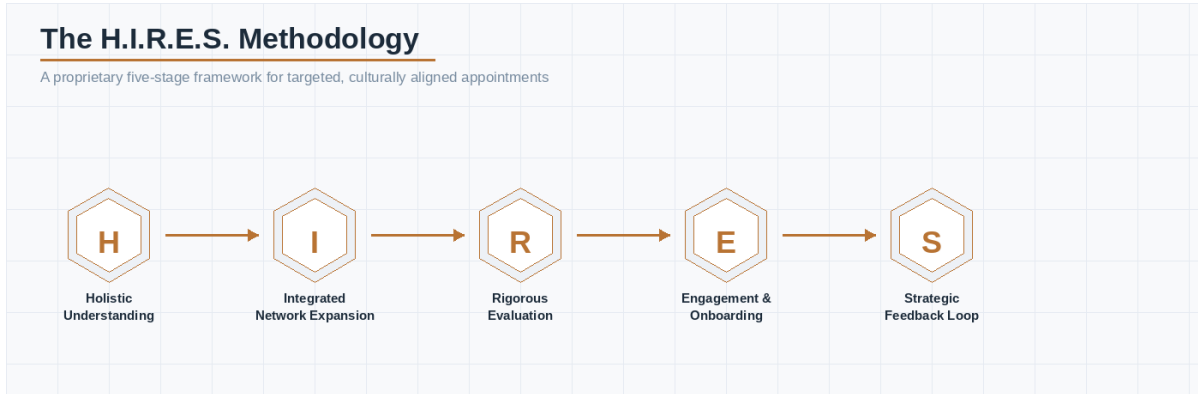
The five-stage recruitment trap cycle — each stage feeds into the next

| Stage | What Happens |
|--------------------------|---|
| 1. Ineffective Search | High volume of applications with low relevance to the role. |
| 2. Erosion of Resource | Escalating commercial costs and time pressure. |
| 3. Limited Networks | Reliance on familiar, exhausted talent pools. |
| 4. Premature Appointment | Compromising on cultural alignment for speed. |
| 5. The Reset | Culture clash leads to turnover — and the cycle repeats. |



The H.I.R.E.S. Methodology

A proprietary five-stage framework for targeted, culturally aligned appointments.



The H.I.R.E.S. five-stage chain — from Holistic Understanding through to Strategic Feedback

| Stage | Name | Approach | Outcome |
|-------|---------------------------------|--|---|
| H | Holistic Understanding | Stakeholder consultations, site visits, and mapping of cultural and strategic priorities. | Drastic reduction in misaligned appointments and improved employee retention. |
| I | Integrated Network Expansion | Deploying proprietary technology and cross-sector networking to engage passive, high-calibre candidates. | Access to a broader, diverse talent pool that brings innovative perspectives. |
| R | Rigorous Candidate Evaluation | Behavioural assessments, situational judgement analysis, and environment-specific practical scenarios. | Carefully curated shortlists of professionals genuinely prepared to perform immediately. |
| E | Engagement & Onboarding Support | Pre-start personalised onboarding plans, cultural orientation, and ongoing mentoring. | Faster time-to-productivity, improved retention rates, and a highly engaged workforce. |
| S | Strategic Feedback Loop | Structured post-placement reviews with clients and candidates; iterative refinement of search practices. | A search partner whose approach evolves in precise alignment with your organisation's growth. |



H-I-R-E-S Approach in Detail

Phase 1: Deep Understanding & Broad Reach

H — Holistic Understanding

| Approach | Outcome |
|---|---|
| Stakeholder consultations, site visits, and mapping of cultural and strategic priorities. | A drastic reduction in misaligned appointments and improved employee retention. |

I — Integrated Network Expansion

| Approach | Outcome |
|--|---|
| Deploying proprietary technology and cross-sector networking to engage passive, high-calibre candidates. | Access to a broader, diverse talent pool that brings innovative perspectives. |

Phase 2: Precision Evaluation & Seamless Onboarding

R — Rigorous Evaluation

| Approach | Outcome |
|--|--|
| Behavioural assessments, situational judgement analysis, and environment-specific practical scenarios. | Carefully curated shortlists of professionals genuinely prepared to perform immediately. |

E — Engagement Support

| Approach | Outcome |
|---|--|
| Pre-start personalised onboarding plans, cultural orientation, and ongoing mentoring. | Faster time-to-productivity, improved retention rates, and a highly engaged workforce. |



Phase 3: The Strategic Feedback Loop

The final stage ensures continuous improvement and long-term partnership value.

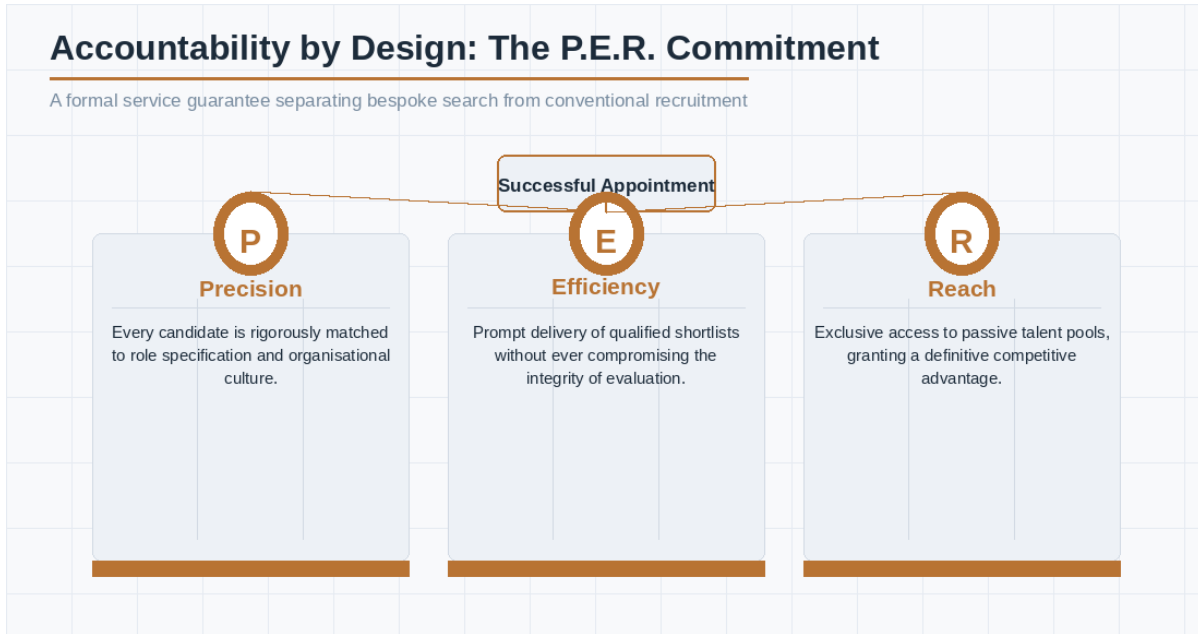
| Activity | Purpose |
|---|--|
| Conduct structured post-placement reviews with both clients and candidates. | Gather objective insights on placement quality and role fit. |
| Analyse outcomes against original, agreed-upon strategic criteria. | Measure success against clear, pre-defined benchmarks. |
| Iteratively refine search practices based on these insights. | Continuously sharpen targeting and evaluation methodology. |

Outcome: A search partner whose approach evolves in precise alignment with your organisation's growth.



Accountability by Design: The P.E.R. Commitment

A formal service guarantee separating bespoke search from conventional recruitment.



The three pillars of the P.E.R. Commitment — Precision, Efficiency, Reach

| Commitment | What It Means |
|------------|--|
| Precision | Every candidate is rigorously matched to both the role specification and organisational culture. |
| Efficiency | Prompt delivery of qualified shortlists without ever compromising the integrity of evaluation. |
| Reach | Exclusive access to passive talent pools, granting a definitive competitive advantage. |