

Question...

How can we help with the growth of a client's business in a specific time frame?

Case Study

yolk

## Answer...

By getting to know our client inside out and developing an understanding of their strategic vision.



**Redkite Solicitors have one aim: to provide high quality legal advice for individuals, their families or their businesses, when it matters the most.**

Whether you are buying your first home, starting a business, or have sadly lost a loved one, their promise is to be with you every step of the way; offering bespoke legal advice, guidance and practical support through issues ranging from simple to complex.

Specialist legal advice is never far away as Redkite have 10 centrally located offices across Carmarthenshire, Pembrokeshire, Cardiff and Brecon in Wales, and Stroud, Stonehouse and Dursley in Gloucestershire.

Redkite has committed to continuing its growth via an ambitious growth plan via acquisitions.

## The Challenge

Accelerating the growth of our client's business to achieve their growth strategy within a specific time frame.

# How we tackled it

## The Solution

**We get to know our clients inside out. This includes developing an understanding of their medium and long term strategic vision.**

Through various meetings with key people in the business we were able to develop a longstanding relationship to really get to grips with Redkite's key objective: growth.

We understood Redkite's needs on a strategic level which meant that we were able to be proactive and not just reactive from a recruitment point of view.

We knew that in the medium term, Redkite had identified a need for an Operations Director to support their ongoing anticipated growth but they envisaged this person starting at a later date. By being proactive, when the right person came along, we were able to help them accelerate their growth strategy.

## How We Achieved It

- ✔ We dedicated significant time getting to know key people and building a full understanding of Redkite as a business and its strategic plans. We needed to reassure Redkite that we were an extension of their team when positioning them as an employer of choice in the legal industry.
- ✔ We were able to demonstrate real value to Redkite with a comprehensive suite of additional services over and above those that could be offered by other agencies.
- ✔ Providing a highly competitive pricing structure.
- ✔ By being active in the passive legal market through constant networking and engagement, we were able to attract the best talent and put them in front of Redkite before they had spoken to any other law firm or been contacted by any other recruiters. In working within the passive market we run our own legal events, we sponsor the local law society, CILEx branch and junior lawyers committee which puts us in front of a huge pool of passive candidates.
- ✔ By keeping abreast of developments within the local legal market, including redundancies, we were able to put candidates in front of the CEO when they came onto the market and, given the rarity of Solicitor Operational Directors, were consultative in advising Redkite that candidates at this level and calibre are very rarely active on the market.
- ✔ We discussed the implications of Redkite bringing forward their need to recruit an Operations Director to attract and secure one particular candidate. We then played our part in concluding that the business needed to recruit the right person and that this outweighed the need to wait 24 months before recruiting. The board were consulted and were in agreement that having found the right person, they could bring the hire forward to accommodate.
- ✔ As the preferred suppliers of recruitment to Cardiff and District Law Society, we were able to offer a reduction of our standard fee as Redkite are CDLS members.

# Don't just take our word for it. Here's what Redkite said...

We have worked with Yolk Legal for some time and have built a relationship of trust with them. Yolk knows our overall business objective for the short to medium term and they clearly carry this with them when seeing potential candidates.

It was this proactivity and business savviness that led to the recruitment of our Operations Director, albeit a little earlier than we had planned! In Karen, Yolk identified not only a candidate who suited the Redkite values, but also one who has the right experience and skill set to support the business in the next phase of our growth.

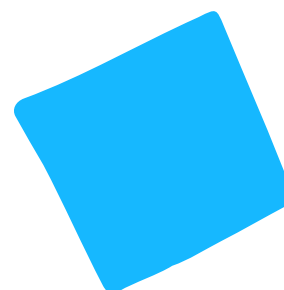
Throughout the recruitment process, Yolk were extremely supportive in making Karen's arrival at Redkite a positive experience all round.

**Neil Walker, CEO, Redkite**

I've worked with Yolk Legal both as a candidate and a client and they don't disappoint in either capacity. As a candidate they worked hard to understand what I was looking for in a firm and a role, and provided a supportive, personal service throughout the process.

From a client perspective, Yolk really gets to know the business they are working with and the roles they are placing for. The result is that the candidates we get are a good fit for our business and they are properly briefed about the role they are interviewing for, which can often save precious management time! Yolk Legal are a valued extension of our team and a pleasure to work alongside.

**Karen Meggitt, Operations Director, Redkite**



If you'd like to hear more about how  
Yolk Recruitment can help reshape your  
recruitment needs, get in touch.

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