

MPG SERVICE SPECIFICATION

PERSONNEL PLANNING- CENSUS RECRUITMENT & AUGUMENTED SELECTION SYSTEMS

PROBLEM

On the principle that his choice of subordinate is one of the most important single commercial decisions a manager is called upon to make, MPG has devised a system of recruitment that leaves nothing to chance. MPG Consultants have applied their highly developed market research methodology to the problem of locating and evaluating people. For senior executive appointments our researchers will mount a confidential search aimed at identifying and approaching potential candidates in the job spectrum. References are checked in detail and in person. We call it *census recruitment*. For less senior positions, normally filled by selection from response to advertisements, we add simplified search. This is called *augmented selection*. The systems work as follows:

OBJECTIVES

1. To identify likely candidates in the job spectrum in the UK and, if indicated, abroad.
2. To produce a short-list of suitable people from which selection of the most appropriate can be made with confidence.
3. To investigate all details of a candidate's background by means of personal investigation of his references.

SCOPE

1. **Geographical**
MPG has associate offices actively engaged in recruitment work in Germany, France, Switzerland and the USA.
2. **Functional**
Searches are conducted for general, marketing, engineering, financial and personnel management and for specialist positions.
3. **Sources**
Manufacturing or trading firms;
Key Journalists;
Trade and professional associations and directions;
Academic faculties;
Private network;
Advertising (for selections projects only)

2. **Service**

Census recruitment; pure executive search usually employed for Senior and highly specialised personnel.

Augmented selection: recruitment advertising augmented by simplified search – generally used for less senior or less specialised personnel.

METHOD

1. **Job specification – précis**

The Consultants take a detailed briefing covering history and plans of the business; primary and secondary tasks of the job; the reporting relationships; essential and preferred qualifications; the rewards. A project job specification and précis is then drawn up in a final version and approved.

2. **Rating sheet**

In order to provide a consistent measurement for a great many candidates, a special interview rating sheet is prepared.

3. **Search**

Executive search is conducted in strictest confidence. The client's name is never mentioned at this stage. Depending upon the uniqueness of the specification as many as 30 persons may be approached and sent detailed application forms.

4. **Interview**

At least 20 candidates are selected from the application forms, interviewed and rated.

5. **Short list**

A short-list of 5 candidates for each post is discussed with client and interviews are arranged for those on the final list.

6. **Credentials check**

References of final candidates are investigated by the consultants, in detail and, in person.

Personality tests can be arranged if required.

COSTS

Executive search fees are 10% of agreed salary with a minimum fee of £400. Personnel selection fees are 10% of agreed salary plus advertising costs. All expenses are charged at cost. Reduced rates are quoted for multiple job assignments.

IN CONCLUSION – YOUR NEXT MOVE?

Contact one of our senior partners who would be delighted to meet you for an exploratory discussion.
