

The logo for venture ten. consists of the words "venture" and "ten." stacked vertically in a white, lowercase, sans-serif font, centered within a solid orange square.

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Clarity & Chemistry Guide

Clarity and Chemistry Process

Recruitment is a challenge.

Talent is scarce.

In the past there were always more people than jobs, but now it's the other way around and people don't need jobs – they want roles.

They're looking for a place to belong and grow, and that means we need to think about recruitment differently.

That's what the Clarity & Chemistry Process does.

When hiring; most people have roles open for too long, they spend time talking to the wrong people and the people they hire don't stay. But these aren't the problems, they're the symptoms.

The real problems are that they're not clear enough, they're not aligned, and they haven't got the right systems and processes in place to help them.

Ultimately, they don't know when someone is right or not.

We want to ensure that your role is filled by someone who will fit culturally, hit the ground running and perform at a high level.

To do this we build a roadmap for your new hire, so you know exactly how your role will stand out against the other 1.4 million jobs being advertised each month, precisely who the right person is for the role and what steps need to be taken to get your dream candidate into role as soon as possible.

We align your hiring team, so everyone is on the same page, and you don't waste time, money and great talent.

We capture the envisaged candidate journey, so that when we run the campaign, the message we communicate is compelling and every candidate's experience represents your brand in the best light.

This guide will help to capture the key information we need to build you the best campaign possible.

It is designed to go hand in hand with the Clarity & Chemistry session and once complete will allow us to build a complete picture of what it's like to work in your business, who it is you need for the role and what exactly they need to be able to do.

Over the next few pages we'll help you move from using a generic job description to a Performance Profile that gives real depth to a role and details exactly what your new hire will be responsible for.

We'll also help you to create your Employee Value Proposition, so that your role stands out amongst all the other roles advertised to your Unique Candidate Profile.

It may be useful to have this guide open during your Clarity & Chemistry session to capture any initial thoughts and you can then work through the exercises on the following pages in your own time afterwards.

If you have any questions as you complete this, then do reach out and let us know.

Performance Profile

Rather than using a generic Job Description, with vague lists of tasks which candidates will be responsible for completing, a Performance Profile gives real detail.

Based on objectives and key results, it lays out exactly what candidates will need to achieve, giving candidates a real insight into the role and allowing you to effectively benchmark and hire candidates you know have the capability to succeed.

An example of a completed Performance Profile is included below, followed by an exercise on the next page to help you create this for your role.

Business Development Manager

Full time

North East

As part of our continued expansion we are looking to add to our business development team with the role of Business Development Manager.

This is an important role for the next phase of the company's growth and mission, and you will contribute to the overall sales effectiveness and efficiency of the team in order to drive greater revenue.

What to expect

The main objectives and key results you will achieve over the next 12 months are:

Objective 1-Increase revenue and market share.

Key results:

- Achieve a 12-month sales target of £1m.
- Secure 10 new clients within the target industry.
- Increase market share by 20% within the target market.

Objective 2-Generate and build a pipeline of opportunities.

Key results:

- Generate 100 qualified leads per month through various lead generation channels.
- Increase the number of leads progressing from initial contact to opportunity stage by 20%.
- Make 100 calls each week leading to 10 meetings and 5 demos.

Objective 3-Expand into new markets.

Key results:

- Successfully enter 2 new geographic markets within the target industry.
- Achieve 20% growth in sales revenue from newly entered markets.
- Develop and execute market penetration strategies to establish a strong presence in new markets.

Objective 4-Enhance customer satisfaction and retention.

Key results:

- Increase customer retention by 25% compared to previous 12 months.
- Achieve an average NPS of 8/10 or higher from our customer satisfaction surveys.
- Develop and enhance a customer engagement initiative to enhance customer loyalty.

Objective 5-Optimise sales processes and efficiency.

Key results:

- Reduce the average sales cycle length by 10% through process optimisation and automation.
- Increase the average sale value by 10% through effective upselling and cross selling strategies.

The objectives to be achieved over the first 3 months, that would constitute a successful probation period are:

- To achieve an overall sales target of £250k
- To win your first sale of £50k or more.
- To be working effectively with all key stakeholders.

About you

You are someone motivated by growth, with a strong desire to contribute to building something significant.

You enjoy going above and beyond the average Sales Manager, coming up with ideas, pitching them successfully and seeing them through to implementation.

You proactively use your initiative to solve problems and make brave decisions, owning the role function and building it from the ground up, with an entrepreneurial flair that also has rigour.

Passionate about your development and building a team of your own, you are a charismatic and empathetic person who successfully balances personal sales, supports your team members and improves processes as you go. Initially you will be responsible for your own sales, but we are keen for you to grow with us.

You will be able to evidence successfully having:

- Achieved a £1m annual sales target based on similar service value/volume.
- Won new business consistently over 12 months from self-generated opportunities.
- Generated qualified leads consistently over 12 months.
- Entered a new geography, built a presence and network, and generated a pipeline of converting revenue in that territory over 12 months.
- Successfully entered new markets – solo or leading a small internal sales team.
- Improved customer feedback scores within a division or service/product offering.
- Shortened sales cycles through process improvement.
- Increased average order value (AOV) through up/cross-selling.

Additionally you will also have:

- A full clean driving licence.
- Up to date FCA accreditations.
- The availability to stay away from home for up to four weeks in total in order to complete initial onboarding training.

Other likely roles you will have held are: Business Development Executive, Sales Consultant, Sales Executive, Account Manager (with new business focus included).

Salary and benefits

£45,000-£50,000

Bonus Scheme

Premium Company Car

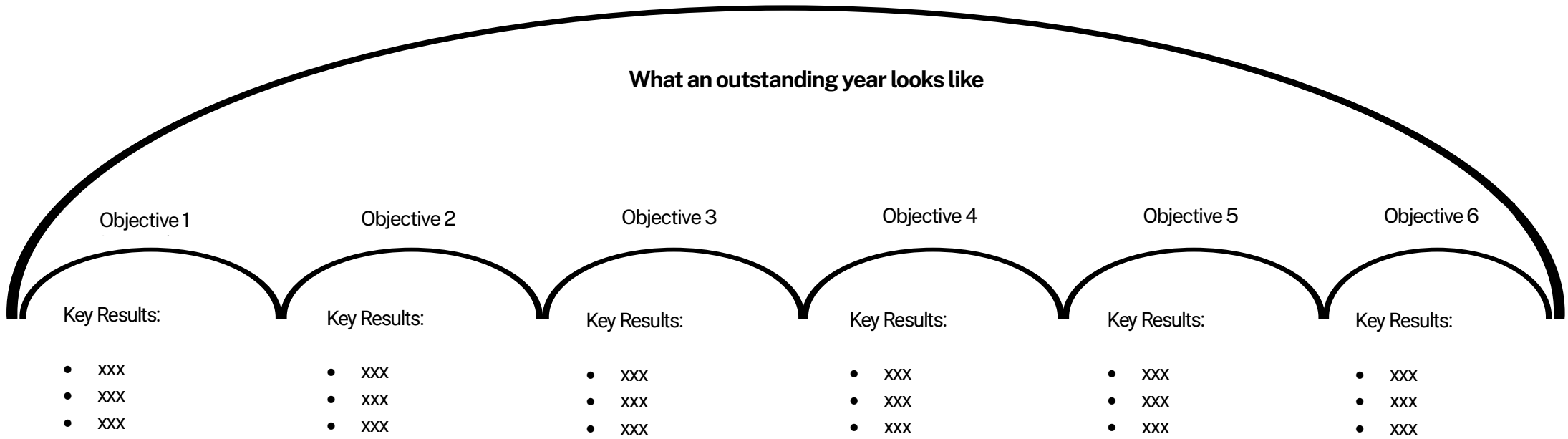
Company Healthcare and Pension Scheme.

The exercise on the following page will help you to help create your own Performance Profile.

Performance Profile Thinking Exercise

The umbrella diagram below is designed to help you establish the main objectives and key results for your role, that if achieved would have everyone consider it an outstanding achievement. As you complete this think about the following questions:

- What would someone need to accomplish in the first year to have everyone consider it an outstanding achievement?
- What are the key objectives that need to be achieved to be deemed an outstanding achievement?
- What tangible results would we physically see (and a third party be able to audit) when this objective is complete?
- What is the result that this role exists to achieve?
- What does it contribute to?
- What is the real outcome of this role function?



Employee Value Proposition

There are 1.4m jobs advertised every month, so to attract your Unique Candidate Profile it's critical to make your role and company stand out and promote what's unique about you. To do that it's important to have a true understanding of what it's like to work in your business.

Think about the questions below and capture your answers in the relevant sections on the following pages.

Vision and Purpose - Where are you going and why do you exist?

1. What is your vision of the company in the future?
2. What is your purpose? Why does the company exist?
3. Are these both widely shared and understood throughout the business?
4. How will you know when you have achieved your vision? What will you be doing? What results will you have created? What impact will you have made and for who?
5. What's most important to understand about your story?
6. Is there a specific vision for the department/team in which you are hiring?
7. How does the vision for that department/team fit into the wider company vision?

Values and Beliefs – What is most important and guides you day-to-day?

1. What values and beliefs are most important to you as a company?
2. How would someone see or feel these within the business?
3. For someone to choose your role and company over others what would need to be important to them?
4. What one value would keep someone in their job if they were otherwise underperforming?

Culture – What is it like to work in your business?

1. What is the culture of the business and team like? How would you describe life at your company in an elevator pitch?
2. On a scale of 1-10, how much would you like someone to follow the definition of their job description? 1 = they have true ownership of the impact they make on the company, non-attached to their previous roles. 10 = they have absolutely no freedom when it comes to choosing how they act.
3. On a scale of 1-10, how often are people celebrated/penalised for their results in a way that is known publicly? 1 = almost never. 10 = there are daily team stand-ups where stories are told between team members about the incredible impacts people's efforts have resulted in.
4. On a scale of 1-10, how often are people asked to reflect on their failures, learn and share those experiences in a way that is publicly consumed? 1 = almost never. 10 = daily.
5. On a scale of 1-10, how aware are people in the company of their own and each other's true natural talents? 1 = you don't know how you'd go about identifying that. 10 = there is regular reflection and discussion of this and how it can benefit personal performance and organisational objectives.
6. On a scale of 1-10, how much is 'new thinking' encouraged? 1 = there are implications for doing so. 10 = promotions ride on it.
7. On a scale of 1-10, how often is 'new thinking' implemented? 1 = new ideas are only ever actioned from a place of seniority. 10 = everyone in the organisation is empowered to action improvements and regularly do so.

Company Information – What will your ideal candidates want to know?

1. What is the number 1 reason that people enjoy working at the company?
2. How does the company stand out from your competition?
3. What are the opportunities in terms of training, development and career advancement?
4. If we were to ask the last 10 people that left the company what the main motivator was, what would they tell us?

Employee Value Proposition

Vision and Purpose - Where are you going and why do you exist?

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1 2 3 4 5 6 7 8 9 10

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Employee Value Proposition

Values and Beliefs – What is most important and guides you day-to-day?

Company Information – What will your ideal candidates want to know?

**Once you have completed your guide,
either before or after your Clarity &
Chemistry Session, please send to
info@venture10group.co.uk**

Thanks!

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