



**finding leaders who inspire teams  
and drive growth**



Our recruitment capability

**deciphər** the people you need to succeed



# contents

## CAPABILITY

How we deliver	2
Search and reach	3
Amplify your reach	4
Advertising strategy	5
Recruitment approach	6
Assessment and selection	7
We manage the risk	9

## DECIPHER GROUP

About us	11
Our track record	12
What sets us apart	13

## WHAT THEY SAY

14

**helping companies prosper  
by unearthing the best talent**

# [ capability ] how we deliver

Decipher Group connects talented people with exciting opportunities. Our reputation is built on our ability to consistently bring new candidates to the table, while delivering a premium service that is responsive, energetic and innovative. We firmly believe that for every position, there is a perfect candidate who will inspire teams, enhance productivity and drive growth.

As one of the fastest growing executive search firms in New Zealand, our successful track record in placing senior leaders reflects the efficacy of our approach. We find the right candidates, faster – because that's our job. Our team are constantly building and managing a pipeline of talent so that when the client need arises, we can identify, attract and retain their next quality hire.

Our ability to deliver for our clients is based on the following key building blocks.



## [ capability ] search and reach

Our team are highly skilled at executive and leadership search. Being able to identify and find top talent is a craft and our team are specialists in the art of search. What we've discovered over the years is that every recruitment assignment is unique to the particular requirements of the client. We don't recycle a research strategy – every candidate search plan we execute is bespoke to the client need.

Our reach is immense and literally at our fingertips. In addition to our professional networks, all of Decipher Group's consultants are armed with highly effective digital search tools and are well trained and skilled in uncovering new talent.

**Working with us, gives our clients access to a global talent pool, whilst working within the constraints of the Covid-19 restrictions.**

500 Million+

Digital tool 'Recruiter' means we can access LinkedIn's massive member network

8 Million+

SEEK Premium Talent Search provides access to global candidate profiles - with 120,000 added every week

20,000+

The combined reach of Decipher Group's candidate database and social media platforms

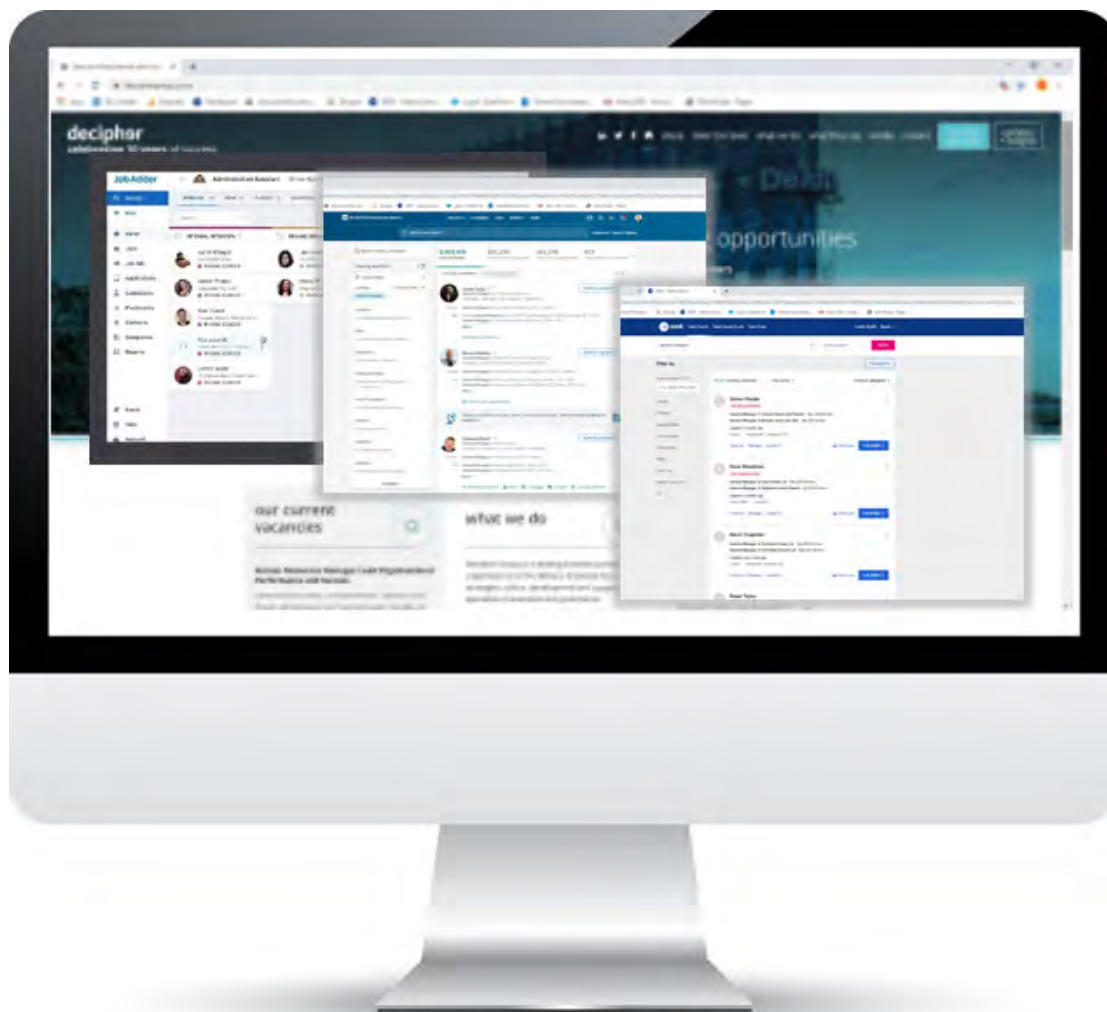




# [ capability ] amplify your reach

Regardless of whether we are appointed for the executive search and recruitment process for this particular role, we would welcome the opportunity to share with you an insight into the digital talent search and intelligence platforms utilised by Decipher Group.

Decipher Group is at the forefront of technology based tools which we use to uncover and connect with a pool of high quality candidates. Advanced search filters, sophisticated talent pooling and leading automation enables us to find the right people fast and spend time on what matters most, engaging with candidates to uncover your next great hire.



# [ capability ] advertising strategy

Reaching the best possible candidates also requires a well thought out advertising strategy. In today's market that means focusing on where people are most active; online. We have all the latest insights and market information on search engines, online job boards and digital platforms that job seekers are using to find their next role and that also reach passive candidates in the marketplace.

Our team develops creative and engaging job adverts that get noticed - with a particular focus on ensuring that the advertising messages match your company's culture and brand. We're at the forefront of innovation, so long as it delivers value to our clients. For example, incorporating video into your advertising attracts attention and presents the role (and location) in a compelling way.

We work with our clients to determine the best advertising approach for the particular role and market conditions. Our recommended advertising strategy includes the following platforms.



## LinkedIn Jobs

LinkedIn's online job platform – every week 25M+ job seekers spend time on LinkedIn to discover opportunities and build their careers.

## LinkedIn Sponsored Content

Unique targeting options that ensures your role will reach the right candidates, direct to their LinkedIn feeds.



## SEEK

New Zealand's most-visited employment site. Includes posting on the SEEK website and mobile app plus reaching active and passive candidates through jobmail alerts, weekly roundup emails and daily recommendations.



## Decipher Group Platforms

Role posting on Decipher's online platforms including website, social channels (LinkedIn, Twitter and Facebook) and e-newsletter.



## Online Platforms

Role posting on popular job boards plus share the posting on your website and internal communications platform.

# [ capability ] recruitment approach

While no two assignments are exactly the same, the following provides a general overview of our approach to recruitment. Communication is key and we'll keep you informed throughout the process. It's also our job to deliver value to our clients at every stage of the search process.



## THE FOUNDATION

- Assignment briefing with client
- Contribute our knowledge of current talent market
- Finalise position description and candidate brief
- Develop timetable and advertising strategy

Investing time up-front to fully understand the need and what is required in the "right" candidate.

## THE SEARCH: 3 weeks to complete

- Execute advertising strategy
- Research market and identify talent
- Execute search strategy and tap into global links
- Candidate contact and selling of opportunity

Utilising our professional networks, market knowledge and research capability to uncover top talent.

## THE ASSESSMENT STAGE ONE: 2 - 3 weeks to complete

- Screen suitable candidates
- Compile and present a longlist of candidates to the client
- Develop behavioural and technical based interview structure
- Decipher to interview selected candidates
- Compile and present a comprehensive shortlist report

Bringing candidates to the table with the right expertise, motivation and organisational fit.

## THE ASSESSMENT STAGE TWO: 2 - 3 weeks to complete

- Organise client/candidate initial interviews
- Organise second round of interviews if required
- Debrief with client and candidates on interviews
- Facilitate psychometric assessment if required
- Conduct in-depth reference and probity checks
- Confirm final decision with client

We're there to make sure the process is moving forward and that candidates are put through a robust assessment.

## OFFER AND ONBOARDING: ongoing

- Assist in offer negotiation
- Pre-employment correspondence with client and candidate
- Support candidate relocation as required
- Support client and candidate with the onboarding process
- Regular communication with client and candidate
- Feedback from client on recruitment process

Guiding both parties through the offer stage and supporting the transition of the successful candidate.



# [ capability ] assessment and selection

**Finding candidates is just one part of the executive recruitment process. We realise that our clients' ultimate goal is to make the best decision, when it comes to candidate selection. And that's where our consultancy team's combined 60+ years recruitment experience delivers real value.**

## **Get the brief right**

We work alongside our clients to truly understand what the actual need is and what knowledge, skills and abilities individuals must possess in order to perform the role effectively. This includes fleshing out short and long term role objectives and what "success looks like" for the role. It's our job to challenge your thoughts on what is really required.

## **Pre-Assessment Screening**

Prior to presenting any candidates to our clients, we assess applicants based on their profile and an informal conversation to better understand their motivations, whether they have the right mix of skills and experience for the position and if they have a work style that suits your culture. We pride ourselves on bringing a manageable number of 'A' level candidates to the table.

## **Behavioural and Competency Based Assessment**

Before our clients invest time in meeting candidates, we complete a thorough behavioural and competency based interview assessment. Our structured approach is created specifically to meet the need of the particular role. We dig deep to understand a candidate's current and potential capability as well as their character and interpersonal style.

## **Client Assessment**

Regardless of whether we are working with a CEO, Board or Hiring Manager, Decipher Group provides the required level of guidance and support to assist our clients to navigate the interview process. We are as committed to having the right person in the right role, as our clients – so much so, we guarantee it. Our straight-talking consultants take their role seriously and provide unbiased feedback.

## **Assessment Tools**

Through the support of our trusted partners, our recruitment approach can also include various cognitive ability, personality and psychometric testing - delivering a rigorous candidate assessment. Decipher Group has the in-house capability to deliver a number of assessment options, an overview of these tools is included over the page. If however, this is client-led, we'll happily provide the assistance required.



## [ capability ] assessment and selection

Decipher Group provides a range of complementary service solutions to our clients to assist with the candidate assessment process, in addition to utilising the services of external providers. Your Decipher Group consultant can guide you through the options that will deliver the best outcomes for your particular need.

### Winning Performance Psychometric Assessment

In the delivery of an executive recruitment programme, Decipher Group recommends the services of its specialist trusted partner, Winning Performance. Registered Psychologist Shanel Winning works with businesses to deliver co-designed psychometric solutions that meet their specific need, providing insight you can use to inform the recruitment process and beyond. Our clients appreciate Winning Performance's business and commercial nous and pragmatic recommendations that actually work.



### Talogy Podium Psychometric Assessment

Psychometric assessments (personality and cognitive) are a great selection tool to supplement the recruitment process - they are best utilised to help create a bigger picture around a candidate and their capabilities, and consequently they help fine tune selection decisions. Through our partnership with Talogy and our own in-house capability, Decipher Group are able to provide a cost effective psychometric testing platform to our clients.



### Diversity of Thought™ Scorecard

The Diversity of Thought Scorecard quantifies the potential for wide-ranging thought diversity within groups by measuring pertinent characteristics within three categories: experiences, perspectives and thought preferences. This specialised tool complements the recruitment process by evaluating prospective candidates by the impact their inclusion would have on an existing group's wide-ranging diversity of thought. Decipher Group are the exclusive South Island agent for the tool.





## [ capability ] we manage the risk

**Decipher Group understands the range of risks a recruitment process faces – it's our job to manage and reduce these risks. Every recruitment assignment is resourced by qualified consultants to ensure that we can deliver at the highest level, at each step in the process, applying the rights skills and expertise at the right time.**

### **Talent Identification**

Many organisations are concerned with whether there is a pool of high quality talent that can be identified that meets the specifications of the role. As professional recruiters – we know that by utilising the local and international networks and technology advances available to us today, this is in fact the area of least risk.

### **Talent Conversion**

Talent can be identified, however there is a risk that this talent cannot be compelled to enter the process or stay in the process, once an application has been made. Our exceptional influencing and sales capability has been proven to convert potential candidates into committed applicants.

### **Talent Assessment**

Clearly assessing whether the candidates are right for the role and meet the specifications is a key component of the recruitment process. We will prepare an assessment process to truly put each candidate through his or her paces.

### **Maintaining Momentum**

While they may have not been actively pursuing roles, once in a recruitment process it's only natural for candidates to start looking at other opportunities. Having Decipher Group managing the process means we keep a keen eye on maintaining the momentum of the process and keeping the candidates engaged and focused on the opportunity.

### **Getting to a successful agreement**

Once the preferred candidate has been assessed and identified, there still remains a risk that the agreement cannot be successfully negotiated. We understand the risk to our clients – and to us – so we continuously test where the candidate is at with their decision making throughout the process.

### **Candidate Relocation**

Choosing a candidate who needs to relocate across the country or internationally to take on the role, is not without risk. We understand the magnitude of this change and we really question the candidate on the buy-in (and that of the family) to this potential change throughout the process. Once the candidate and family have arrived, we provide support to the family in the form of relevant local information and connections to help them to integrate into the community.

## [ capability ] we manage the risk

### Talent Retention

The process does not finish once the agreement has been successfully negotiated. There is a risk, once the new employer has commenced, that the expectations of the Hiring Manager and/or the expectations of the new employee are misaligned. We reduce this risk by having proactive and regular discussions with both the candidate and the Hiring Manager to gauge how it's going and provide support where required. We're also there to support the onboarding of the successful candidate.

### There will be no surprises

Working with Decipher Group means that there will be no surprises. On top of our weekly report to you; any additional areas of risk, concern or opportunity will be immediately raised so that we can all respond to ensure the best outcome. We are in this together, as true partners.

### When the going gets tough.... we front foot it

On those very, very rare occasions when all the above risk reduction factors have not resulted in a successful placement, we guarantee our continued highest level of commitment to the outcome.



# [ decipher group ] about us

As executive and governance recruiters and human resources professionals, connecting people, businesses and opportunities is at the heart of what we do. What motivates us, is inspiring teams and driving business growth. We're innovators and thought leaders, who maintain strong links with, and support, our wider community.

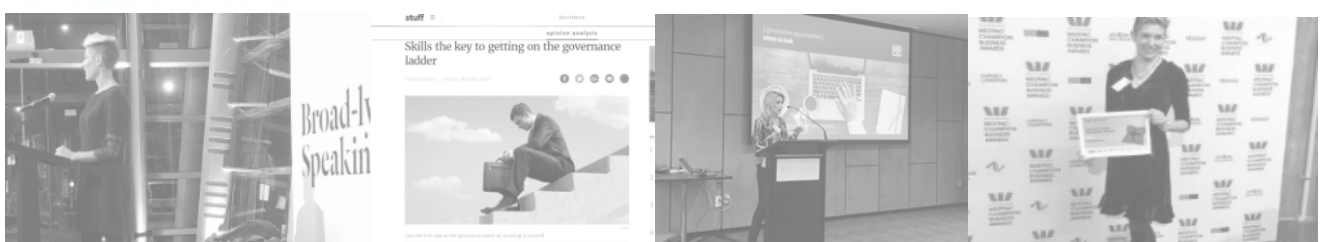
Our purpose is all about helping organisations to find, keep and grow their people. The success of our business is firmly connected to the relationships we have developed with our long-standing clients and candidate communities. Our team have a strong sense of purpose in terms of the contribution they make to our clients as well as our community.

## decipher doing good



The Decipher Group team are committed to giving back through volunteering, donating and fundraising efforts.

## decipher leading the way



Decipher Group are trusted advisors and informed opinion leaders; regularly appearing at business events and in the media.

# [ decipher group ] our track record

Decipher Group has recruited Chief Executives, Senior Executives and Directors for the following organisations. No organisation type is too large, small or complex for us to successfully recruit for. Our ability to uncover top talent for such a diverse range of organisations and roles, demonstrates the strength of our recruitment approach and search strategy; Decipher Group delivers results for our clients.

## Decipher Group Clients





# [ decipher group ] what sets us apart

**Decipher Group’s approach to recruitment is grounded in the belief that your people are the leading driver of business performance.**

In addition to executive and governance recruitment, we’re working with a range of businesses to help get their people, processes and structures right – we describe it as creating a people framework for success. Our broader experience and understanding of “what good looks like” within the people strategy space, means we deliver a more considered and robust recruitment solution for our clients. We’re not just about finding people; our focus is on finding the right person, who is the right fit for the right role, that meets a need within your business.

## decipher the **people** framework for **success**



## [ what they say ]



### Trevor Burt

Director: Landpower Group Limited, MG Marketing Limited, Rua Bioscience (Chair), Mercer Group Limited (Chair). Previous Directorships: Silver Fern Farms, The Lamb Company (Chair), Ngai Tahu Holdings Limited (Chair), Lyttelton Port Company (Chair), MainPower New Zealand Limited, PGG Wrightson Limited (Deputy Chair).

I have a long standing professional relationship with Decipher Group, and have enlisted their services to recruit a variety of senior management, executive and governance level positions. The skills and experience of Decipher's in-house team are outstanding. Two staff members are qualified solicitors while other members of the team hold law and economics degrees. This means that they understand risk and the need for thoroughness and rigour in their search and techniques used.

A strong point of difference is Decipher's fresh and enthusiastic approach to recruitment – and I use these words because rather than just trotting out the usual list of names we've seen in the past, they work hard to unearth new talent.

In my experience, Decipher are much more extensive in the way they search, and the depth in which they search, for talent. This is also due to their innovative and strategic approach to online information. Decipher has mastered the art of combining traditional recruitment techniques with advances in digital recruitment technology and social media to search and connect with the world's best talent.

Every member of the Decipher team communicate exceptionally well and their connectedness is a real strength. They invest a great deal of time and effort to understand our objectives and help us identify the ideal candidate. They have sourced a number of executive roles from an offshore base and certainly have strong connections throughout New Zealand. I would recommend Decipher Group's services to any business seeking a long-standing recruitment partner.

### Read more from our clients...



**Simon Limmer**  
Chief Executive,  
Silver Fern  
Farms.



**Richard Greenaway**  
Chief Executive  
Officer, Anderson  
Lloyd



**Darren Evans**  
Chief Executive  
Officer, Calder  
Stewart



**Claire Evans**  
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