



## PRESS RELEASE

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### Diversification isn't just mind games

McAdam King, a leading recruitment consultancy with offices in Glasgow and Stirling, has announced the launch of a new business, McAdam King Business Psychology.

The new company is the result of McAdam King Founding Directors, Maureen Blenkarn (King) and Colin McAdam, taking a stake in the business psychology firm led by Chartered Occupational Psychologist, Rob Miller.

The new operation will become a sister business for McAdam King Recruitment and is another landmark in the remarkable growth of the business since Blenkarn and McAdam broke away from one of Scotland's biggest recruitment consultants eleven years ago to start their own venture.

In that time the firm has built up an enviable client list proving itself adept at proactively sourcing the expertise demanded to fill highly specialised vacancies.

McAdam King Business Psychology will add value to the depth of the firm's recruitment and selection service whilst also offering clients a new range of specialist services designed to improve business performance through behavioural analysis and staff development.

"Working closely with our clients it became evident that recruitment, whilst highly important, was only part of the picture," said Colin McAdam.

"The whole issue of talent management, staff retention, and leadership development is directly related to the recruitment process and we're now equipped to work across the whole spectrum."

“We talk to some of the leading people in the Oil & Gas sector and in the current environment every role is being scrutinised to ensure it delivers real value back to the employer.”

McAdam King has been responsible for recruiting some key roles within the sector working closely with many businesses head quartered in Aberdeen. The importance of relevant skills and experience leads employers to put a premium on achieving successful recruitment outcomes and the complete recruitment and business psychology combination is already attracting attention within the industry.

The new company will be led by Rob Miller, now McAdam King Director of Business Psychology and a specialist in evidence-based practice with a client list including Kelloggs, Bayer, Johnson & Johnson, Takeda, Grünenthal and Vallourec Mannesman Oil & Gas.

“People are the most valuable asset for any business and ensuring that performance is optimised from the boardroom to the shop floor has a direct correlation to profitability,” he explained.

“Studies show that effective managers are 40% – 70% more productive than moderate performers, so it’s vital that key people in any organisation are achieving optimum levels of performance.”

Evidence-based business psychology applies a scientific approach to the question of how people perform, based on decades of study covering a wide range of business types and sectors. The practice can be applied across any industry sector and can make an impact in recruitment processes, training, leadership development and talent retention.

It is already making a difference in the Oil & Gas sector with one client, Vallourec Mannesman Oil & Gas, seeing a benefit from introducing business psychology practices into its European operation.

“We are using the McAdam King team to help profile the ideal candidate at the start of the recruitment process, select the right personality instrument, undertake tests and most importantly interpret the findings,” said Archie Wilson, Human Resources Manager at Vallourec Mannesman Oil & Gas.

“The net effect is that we’re making even more effective hiring decisions.”

Maureen Blenkharn is convinced that the new company will make a significant difference for McAdam King and the investment has come at just the right time.

“Setting up the new company when budgets are under pressure was a definite risk,” said Maureen.

“We are driven by the knowledge that businesses are demanding much more quality from their recruitment, training and development processes and we’re now specifically equipped to deliver a high return on investment in people.”

“The McAdam King mission statement is “Understanding people, delivering results” and that sums up what we’re all about,” she continued.

In an industry that revolves around the expertise of engineers, technicians and highly focused senior managers there can be little doubt that understanding people will deliver results.

## **Ends**

### **Notes to editors**

McAdam King is a leading recruitment consultancy specialising in the oil & gas, human resources, manufacturing and food & drink sectors with offices in Glasgow and Stirling.

McAdam King Business Psychology is led by Chartered Occupational Psychologist, Robert Miller. The business provides specialist consultancy using evidence-based interventions in the fields of assessment and selection, leadership development including executive coaching, performance management, outplacement support, organisational development and employee engagement and well-being. For more: [mcadamking.com](http://mcadamking.com)

### **Further information:**

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