

# McADAM • KING

UNDERSTANDING PEOPLE, DELIVERING RESULTS

mcadamking.com

2011

## A bright future ahead

McAdam King's new holistic recruitment solution is great news for clients

**Having recently celebrated its 11th anniversary, the growth and continued success of McAdam King remains true to the principles which inspired the company's formation back in 1999.**

When Maureen (King) Blenkham and Colin McAdam left the comfort of one of Scotland's leading recruitment agencies to set up their own venture, they had a vision of a truly client focused business that could offer a complete recruitment solution from start to finish.

From humble beginnings in a small office in Kirkintilloch they set about building McAdam King, focusing on delivering outstanding customer service, listening to their customers and going that extra mile to reach a successful outcome.

These principles remain the hallmark of McAdam King today and the recent investment in McAdam King Business Psychology has completed the journey towards their vision of a total recruitment solution.

"We started with just a couple of clients and focused on the electronics industry just before it imploded," recalls Maureen, Founding Director of McAdam King. "But we soon realised that our skills and service ethic would translate across any sector of the economy."

That belief was

**"The success of the company is built around creating long-term partnerships"**

Maureen Blenkham

Founding Directors Maureen Blenkham and Colin McAdam

swiftly realised and McAdam King today boasts a significant client base and operates in multiple sectors including finance, manufacturing, oil and gas and life sciences.

"Our client base has grown," Maureen continues, "But we still aim to deliver the same high standards of service and go that extra mile to deliver the right solution."

"The success of the company is built around creating long-term partnerships with clients. To achieve this you have to deliver excellent service, be consistently pro-active – and above all remain focused on the client's return on investment."

### Exciting plans

The team is looking forward to a bright future and is currently developing its expertise in the renewables sector and creative industries.

The integration of its new sister company, McAdam King Business Psychology, is also exceeding expectations.

"I remember being quoted in the Herald that we envisaged a service that could deliver a total recruitment solution," reflects Colin McAdam, Co-Founding Director.

"Our investment in McAdam King

### Return on investment

- ✓ Process efficiency
- ✓ Skills match
- ✓ Behavioural fit
- ✓ Minimise costs

Business Psychology now means that we can really deliver on that promise and is something that sets us apart within the industry."

The new operation specialises in the science of people at work and uses evidence based practice to improve individual and organisational performance.

It's led by McAdam King Director of Business Psychology, Robert Miller, a Chartered Occupational Psychologist whose client list includes the likes of Kellogg's, Bayer, Takeda, Johnson & Johnson and Grünenthal.

"This has been a massive step forward for McAdam King," continues Colin. "It means we can work with clients from the very start of their recruitment process to the final conclusion and beyond."

With offices now in Stirling and Glasgow and a reputation for outstanding customer service and innovation, McAdam King and its clients are set for an exciting future.

### The McAdam King Story

October **1999**  
Business launched – Enterprise House, Kirkintilloch

February **2000**  
Hired first employee

August **2000**  
Introduction of telecoms and finance division

November **2002**  
Move to West George St office, Glasgow

January **2005**  
Create engineering and food & drink divisions

March **2007**  
Launch of oil & gas division

February **2008**  
Opening of Stirling Office

December **2009**  
Tenth year of revenue growth

April **2010**  
McAdam King Business Psychology founded

February **2011**  
Launched building and facilities management division

March **2011**  
Appointed McGann Media as Communication partner



Making the right career choice is easy with the MK team supporting you

# Trust us to work harder for you

McAdam King's pledge to professionals considering their next career step

**A career move is among the most important decisions that people have to make. It can have a big impact on family, location and quality of life. Get it right and the rewards can be plentiful; making the wrong move can be a big set back.**

Understanding the significance of the recruitment process to potential candidates has been one of the core values behind McAdam King.

"It's about being pro-active and really getting to know our candidates," explains Colin McAdam, Founding Director of the company.

"People contact us for a variety of different reasons. We talk to everyone that we work with to understand what motivates them and what their aspirations are."

"They need to trust us and to know that we're working hard for them, not just matching CVs to vacancies."

This relationship is also significant to McAdam King's clients who can be confident that people they are introduced to by the recruitment firm are highly likely to be a strong fit with their business.

"When we set up McAdam King we knew that we had to ensure that our service to potential candidates was as strong as our service to clients," says Maureen Blenkharn, Co-Founding Director.

"It's crucial that people trust us to help develop their careers and to represent their interests – and also to manage their expectations."

This approach has seen the company carefully build a

reputation for being pro-active and committed to its candidates.

McAdam King consultants are each given thorough communications skills training and are encouraged to build long term relationships through hard work, trust and discretion.

"We talk to people every step of the way," says Colin, "And never avoid the difficult conversations which do happen from time to time."

"In building long term relationships you have to expect a few ups and downs. Indeed that's how we prove ourselves."

"Consequently, when we achieve a successful outcome the satisfaction comes from knowing we have achieved a positive result for the candidate, as well as fulfilling a client's brief"

## The MK way



"I joined McAdam King ten years ago and immediately sensed that their approach to recruitment was different. We work harder for our candidates and don't just hide behind a database. Naturally this sometimes means that we have to share bad news as well as good, but the respect and trust that we aim to develop is really appreciated by our candidates."

Colin McKee

Colin joined McAdam King as their first recruit in 2000. Colin has helped the business grow to where it is today and is now a director of the company and specialises in finance and manufacturing.

## What can potential candidates expect?

1. We want to understand what motivates you. To advance your career we need to know what makes you tick.
2. We'll be honest with you. We'll give you candid, constructive feedback. We believe it's important to communicate and learn from negative outcomes as well as celebrating good news.
3. We'll help you with your CV. The better your resume, the more successful you'll be.
4. We interview all our prospective candidates. If we don't talk to you, we can't get to know you.
5. Job interviews can be daunting. We'll help you prepare for those awkward questions.
6. Being offered a new job is not the end of the process. How you handle the offer and negotiate with your current and potential employer is vital. We can help.

## Contact McAdam King

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# Business Psychology improves performance

Chartered Occupational Psychologist **Rob Miller**, Director of Business Psychology at McAdam King, explains why more and more companies are recognising the value of evidence based practice.

**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.**

From the start of the recruitment process to the continuous development of senior executives, understanding behaviours and implementing effective HR practices should be a part of any aspirational organisation.

Evidence based business psychology applies a scientific approach to the question of how people perform. The practice can be applied in recruitment, selection, training and leadership development with proven results that have been demonstrated in numerous studies covering a wide range of business types and sectors.

The outcome is a compelling body of work that now allows us to introduce the lessons and practices to businesses that are focused on getting the most from their people and sharpening their competitive edge.

The objective of my Business Psychology team at McAdam King is to work with our clients to help achieve heightened performance from their staff.

We help firms as diverse as Kellogg's, Bayer, Janssen (part of Johnson & Johnson), Takeda, Grünenthal and Vallourec Mannesman Oil & Gas in a number of areas including assessment and selection, performance management and leadership and management development.



*McAdam King Director of Business Psychology, Rob Miller, with colleagues Rachael Martin, Business Psychologist and Nicola Johnston, Business Psychology Assistant*

By applying evidence based practice we help our clients attract, develop and retain the best staff.

Business psychology can also be applied throughout the recruitment process from identifying key behaviours required for a crucial role, to evaluating candidates in a sophisticated assessment centre.

We provide a range of services from psychometric testing support to the entire management of the selection process for clients.

On a larger scale our expertise can also be effectively applied to the problems posed by business change and developing positive company cultures.

In addition the practice can also be applied successfully to very direct management training requirements

**"We help our clients attract, develop and retain the best staff"**  
*Rob Miller*

including appraisals, selection skills, managing conflict, employee motivation and sales training.

The strength of our approach comes from the depth of the scientific study that lies behind our recommendations. Our clients know that our work is based on models and experience that have been proven in businesses across the globe.

It's been a busy and exciting first year since becoming part of McAdam King.

We're committed to helping our clients improve the performance of their businesses through a better understanding of their people and what makes them tick.

Please give me a call for an informal chat about how we could help your company.

## "We're making better decisions"

Archie Wilson, Human Resources Manager at Vallourec Mannesman Oil & Gas describes the benefits achieved in a developing partnership with McAdam King.

*"For some years now we have found McAdam King to be an excellent recruitment partner. Since the introduction of McAdam King Business Psychology we have used the expertise of their team of occupational &*

*business psychologists to help profile the ideal candidate, select the right personality instrument, administer tests, and more importantly interpret the findings.*

*I have found the quality and speed of response to be of a high standard. Their reports are customised to the role and help guide our final stage interviews, highlighting areas needing further investigation.*

*The net effect has been greater level of information to help differentiate between suitable candidates and ultimately even more effective hiring decisions."*



## Join us at Gleneagles

Great views, an immaculate golf course and good banter – take our word for it!

Every year McAdam King enjoys hosting clients at Gleneagles, the world famous, 5 star golf and leisure resort in Perthshire.

With its three championship courses, Gleneagles is one of Scotland's golfing icons and will be hosting the Ryder Cup in 2014.

"We find that golf is an excellent way to build relationships with our existing clients as well as new companies," says Colin McAdam. "It's a relaxing break from the office and very informal - in fact the only pressure you get with McAdam King hospitality is a 3 foot downhill putt!"

If you would like to join the McAdam King team for a memorable day at Gleneagles please contact Colin who will be delighted to discuss potential dates:

email [colin@mcadamking.com](mailto:colin@mcadamking.com) or call 0141 333 4750.



*The PGA Centenary Course at Gleneagles*

# Introducing Rob Miller

Director of Business Psychology, McAdam King



## Qualified as?

Chartered Psychologist, Registered Occupational Psychologist (HPC) BA(Hons), MBA, MSc, MBPsS, C.Psychol

## After university?

NHS Graduate Management Scheme

## Early career?

10 years in Health sector includes 2 years military hospital in Jeddah, Saudi Arabia and 4 years in the pharmaceutical industry working with BASF

## Early moves?

From health sector management to field sales role in pharmaceuticals to Head of Strategy

## Most recently?

7 years running my business psychology consultancy

## Now?

A chartered psychologist with a passion for helping clients improve business performance using evidence based practice

## Proudest moment?

Securing the funds and project managing the introduction of a new out-reach Renal Dialysis Unit which made a significant improvement to the quality of life of patients

## Favourite Quote?

"It is time for us to stand and cheer for the doer, the achiever, the one who recognizes the challenge and does something about it" Vince Lombardi

## Favourite Book?

The Good Soldier Švejk by Jaroslav

Hašek. Given to me by my first boss, this book shows the significance of a person's relationship with their line manager (one of the best ways of enhancing individual and organisational performance). It also deals with the futility of war and that one needs to look much deeper to fully understand an individual.

## Beyond work?

I have the ambition to visit 100 countries. I'm just over half way!

## Beware of the dark side!

After decades of extensive study a consensus has emerged among business psychologists on a model of personality recognising that managers have a bright side and a dark side.

Both sets of characteristics are within the realms of normal personality. It is the extremes that become important to recognise, both to spot talent or to avoid potential problems post appointment.



### The bright side

Managers at their best  
 Extraversion  
 Agreeableness  
 Conscientiousness  
 Emotional stability  
 Openness to experience

### The dark side

Managers/leaders behaving badly  
 Excitable or potentially volatile  
 Sceptical or mistrustful  
 Cautious or potentially risk averse  
 Reserved, aloof or uncommunicative  
 Leisurely or passive aggressive  
 Mischievous or potentially arrogant/over-confident  
 Bold or potentially manipulative  
 Colourful, dramatic or attention seeking  
 Imaginative or eccentric  
 Diligent or perfectionistic  
 Dutiful or overly dependent

Management failure is expensive. Effective recruitment, training and development can help develop the light and manage the dark.

## Making a difference

At McAdam King we take our corporate social responsibility very seriously. In 2006 we decided to stop sending Christmas cards to our clients and candidates and instead make a donation every year to our 2 chosen charities – Yorkhill Children's Hospital and Marie Curie Cancer Care.

The company regularly sponsors The Daffodil Ball. It's a fantastic event organised by Marie Curie which we'll continue to promote to clients to increase sponsorship and awareness

for this great cause.

Inspired to take on a new challenge Maureen also ran a first Half Marathon in March 2011 in aid of Yorkhill Children's Hospital and plans the next one in aid of Marie Curie Cancer Care.

We'll be doing more in the months to come so please feel free to give us a hand raising a few pounds for these great causes.

Marie Curie  
 Cancer Care



## Business performance workshops

### How can we help your business?

At the start of 2011 McAdam King Business Psychology organised a series of free workshops designed to introduce the benefits of evidence-based practice to clients in an informal but structured environment, facilitated by Rob Miller, McAdam King's Director of Business Psychology.

Topics covered included employee engagement and performance appraisal.

Further workshops are planned

throughout the year and we would welcome suggestions for potential content from clients, or from any company with an interest in understanding the benefits of business psychology in improving business performance.

**Please contact Rob Miller, Director of Business Psychology, to make a suggestion or to become involved at [robert.miller@mcadamking.com](mailto:robert.miller@mcadamking.com) or call 0141 333 4750.**