

# Case Study - AFMA Services Recruitment Services

## Company Environment

Utilising the knowledge and experience gained from its founding association AFMA, AFMA Services aims to be a leading client-focused service organisation. AFMA Services deliver specialised education, information and professional services to individuals, organisations and associations within the finance industry. In addition to providing industry-specific education and training, they also conduct conferences, offer association and event management services and provide business and information services on various issues including operational risk management, regulation & compliance.

## Business Challenge

Future Platform has worked with AFMA Services for a number of years on various projects and the resulting relationship formed has allowed us to gain a greater understanding of the company and its culture. Due to this successful partnership, AFMA Services has engaged Future Platform to conduct the recruitment process on several occasions for a number of different roles. As a well regarded organisation within the finance industry, AFMA Services are understandably selective in whom they employ and suitability across a range of areas is very important to them. Given our background in psychology and understanding of the current challenges facing AFMA Services, Future Platform is in an ideal position to assess both job and cultural fit during the recruitment process.

## Evolution in partnership with Future Platform

1. For every role we manage, Future Platform works in partnership with AFMA Services to ensure an in-depth understanding of the role is gained, assuring every candidate put forward has the right technical and attitudinal profile to fit within the organisational environment.
2. With psychology as the foundation of our business, Future Platform utilises a range of assessment techniques including a behavioural interviewing approach and the option of psychometric testing.
3. Future Platform's understanding of AFMA Services' business allows us to ensure each person complements, enriches and builds on the existing team or teams within the organisation.
4. AFMA Services is provided with a point of contact within Future Platform for all recruitment issues. The account managers are responsible for all communication and service delivery which is achieved by working with the client to build a detailed profile of their expectations.
5. Future Platform takes a holistic approach to recruitment, continually communicating with clients and candidates during the interview process and after commencement of employment. From our experience, if unsuccessful candidates walk away feeling respected, and the right people for the role(s) are appointed, all parties benefit.

## Business Benefits

Future Platform's well established relationship with AFMA Services has ensured that we have developed a comprehensive understanding of the business needs of our client, and as a consequence, successfully recruited a number of new employees. Through targeted questioning and profiling, Future Platform is able to provide detailed feedback regarding the candidate's capabilities and preferred working style. Furthermore, the feedback provided is tailored to the role specific competencies and job specification, directly linking the process to existing performance measurement criteria and ensuring a smoother transition for the successful candidate into the business.