

**RSG**

*Case Studies*



HOW DO WE FIND AND **SELECT**  
**QUALITY RESOURCE**

*with*

**HARD TO FIND**  
**SKILL-SETS?**



*“Smart solutions to your recruitment  
and resourcing challenges”*





# BY BUILDING **STRONG RELATIONSHIPS** IN EACH SPECIALIST MARKET

## The Challenge

**Business Analysts are in high demand in the UK at present driven by large scale change across the country.**

“With the backdrop of a global economy showing signs of recovery from deep recession, organisations are in a constant state of fast-moving change. Business Analysis capability is key to identifying what’s needed and developing solutions that equip organisations for the future.” Institute of International Business Analysts.

How do we ensure that our clients have access to the best Business Analysts in the market when they need them? How do we promote best practice and improved Business Analysis capability?

## Sanderson’s Solution

**Principal consultant John Rainsbury and his team are responsible for sourcing Business Analysts for Sanderson’s clients. He has immersed himself in the Business Analysis market, forging a strong partnership with the UK chapter of the IIBA – the professional body for Business Analysts worldwide.**

“John and Sanderson are great partners for the IIBA in the UK. John has promoted our professional body to the RSG network and organised numerous events. This has been a big help to us.”  
Alex Papworth, President of IIBA UK, 2012

### **Strong relationships build trust**

Sanderson’s relationship with the IIBA has built awareness and trust in our brand across the BA community. Sanderson are now seen as the ‘go to’ recruitment agency in this market. This activity has strengthened and grown Sanderson’s network of high quality Business Analysis candidates and contractors.

## The Results



These relationships bring us a strong talent pool from which our clients can select the Business Analysts they need to drive their change programmes.



Holding IIBA events at clients’ sites has a positive impact on their employer brand:

- » Shows that the employer values the BA role
- » Gives their BAs a voice within the company
- » Provides free training and development opportunities
- » Improves our understanding of the Business Analysis industry and thus our ability to identify and deliver the ideal candidates promptly.



“Partnership is the key to delivery when sourcing challenging skill sets. If we work together to create real value - for our clients, our candidates and the industry - then everybody wins.”

**John Rainsbury, Principal Consultant at Sanderson Recruitment Plc**

Sanderson are fully committed to understanding and providing real benefits to the organisations and industries we support. This is achieved through innovative talent attraction as well as the promotion of best practice and the establishment of an effective BA community. By providing this additional contribution, we hope in a small way we are helping partners improve capability and simultaneously improve our own knowledge of Business Analysis, the industry and the analysts.