



*Sniper & Rook*

STRATEGY THROUGH PEOPLE

COMPANY OVERVIEW



### About Sniper & Rook

You feel that you know your business and your people, you are sure you operate optimally on all levels within your organization. Yet perhaps you still feel it could be better. Sniper & Rook can make you see on a scale where your business is today and what you could do to make it where you want it to be tomorrow. As soon as your company can recognize its goals and vision, Sniper & Rook can provide you with practical options for improvement. What we do is support your business by assisting you to invest your time in the right areas of your business, hence our motto: "Strategy through People" - because every business is based on people.

### LEADER IN THE MARKET

Sniper & Rook was founded in 2005 and became a leading performance management organization by conducting employee satisfaction research, developing company goals and monitoring supplier management and market positioning of companies. Sniper & Rook focuses on its own and partner companies' performances and has an informal organizational structure both internally and with its external partners. The organization has an open-minded, customer focused mentality, which has resulted in a customer database consisting of nationally and internationally operating companies well established in the market.

People improvement is not always the easiest area of the business to invest in appropriately. Improvement entails willingness to change and an investment in change resources which people are naturally against until "buy in" is agreed with key members of your companies' organization. Information and goals need to be transformed into action. How do employees experience the organizational performances? Sniper & Rook measures, guides and advises organizations on their people investment to help their business reach new heights of efficiency and profitability.

### CHECKING SATISFACTION

Sniper & Rook conducts research among employees and key departments within companies. This research is complemented by practical recommendations for people investment and business performance optimization.

Sniper & Rook makes crucial organizational performances measurable and controllable. Internal and external perceptions, expectations and experiences are essential information. This means that research is not only limited to competitors, suppliers and market positioning, but to employees, divisions and locations as well - whilst also making these groups aware of results of your research. The whole organization needs to be involved. This is the most effective way to ensure all people within your organization feel like they share a common goal thereby making the process of investing in people ultimately easier in the long run. No training is effective unless you fully understand what the needs are through research.

### BUSINESS HEALTH CHECK

Business Health Check is Sniper & Rook's unique and sophisticated research technique. It is a state of the art solution for research, analysis and reporting. Business Health Check is suitable for nationally and internationally operating organizations.

Sniper & Rook's team of management consultants will provide you with practical research solutions. The aim of these research solutions is to be in touch with your people and encourage your organization be customer and employee focused. The main purpose is to strengthen your management team whilst significantly improving your staff retention and your position as an employer and a supplier in the market.



### ASSESSMENTS

Sniper & Rook's solutions provide organizations with knowledge and improvement actions of the following nature:

- Developing sales team efficiency
- Delivering employee satisfaction surveys
- Measuring your positioning on the market against the competition
- Career Planning of key individuals within your organization
- Purchasing Outsourcing and supplier management
- Internal Process reviews and solutions
- Gaining Investor in People Accreditation

Sniper & Rook invites you to take the next step with your business, customers and employees. Through internal process and people review, improvement and investment your business can move up amongst the elite within your industry sector.

### OUTSOURCED SUPPORT

Sniper & Rook realizes that your priority is doing business and not conducting research or process review. Sniper & Rook offers an outsourced support team to manage all sections of your operations that may need improvement and / or investment or both. Sniper & Rook's customized research solutions are based on best practices developed in almost every business sector and department level.

Depending on your objectives, we help you determine and evaluate the research design, including such aspects as questionnaire, segmentation, sample size and research method. Sniper & Rook's personal touch and expertise are always appreciated by respondents and this results in high response rates.

Although Sniper & Rook conducts the research, organizations are given access to the Business

Health Check on a daily basis, so they can follow the results of all surveys, meeting minutes, action points and tasks completed. Thus organizations can, at any time, see their performance improvements, competitive advantage and employee satisfaction and loyalty. Monthly meetings with key members of the organizations are instrumental in this process.

A summary of what you can expect:

- Best practice questionnaire
- Access to Business Health Check results, progress and action points
- Clear report including the findings of all research and recommendations for organizational improvement
- Benchmark data on the market
- Official certificate recording the satisfaction level of employees

### PROPOSED SOLUTIONS

Sniper & Rook has specific research solutions for different branches such as:

- Employment Recruitment Agencies
- Pharmaceutical Industry
- Local, Regional and State Government (Investor in People supported)
- IT
- Retail
- Transport and Logistics
- Financial business



### STRATEGY TEAM

Organizations frequently conduct research and nothing is done with these results. Surveys and research is carried out for the sake of necessity rather than specific improvements. The goal of improving employee satisfaction and raising morale of employees, suppliers and customers is ignored.

The research findings are presented in a format which is easy to understand. This report is not the final answer. This is where Sniper & Rook recommends the Strategy Team which works alongside our management consultant to define and deliver recommendations for improvement and relevant investment in people. Those recommendations lead to fast results.

Strategy Teams are not a new concept in business. Many companies applying for ISO will have to put in place their own "Steering Teams" and "Task Teams" and this is much the same concept when dealing with more people-specific improvements. Key individuals within your organization who should form the Strategy Team could be individuals from these teams:

- Marketing
- HR & Learning
- Sales
- Finance
- Employee Representative
- Senior Manager reporting direct to the Board or a Director

This team will be encouraged to meet at least once per two months and will be coached by a management consultant from Sniper & Rook who will assist the Team to not only resolve issues raised in the Business Health Check but issues that occur throughout the year by setting action points, agreeing individual training schedules and distributing additional projects. This approach distinguishes Sniper & Rook; we are only satisfied if your objectives and goals are being met. We stay involved, even after the research has finished.

### COMPETITOR RESEARCH

Your organization is your most valuable asset. Would you like to know whether it is the best in your sector? Sniper & Rook has an extensive database with benchmark data. This data is from competitors, from organizations which have similar target markets or organizations with identical business processes. All of this data is available. Compare your organization with the data and decide whether it really can be better.

Sniper & Rook enables hundreds of organizations to manage the performance of their organization and its divisions, processes, employees, suppliers and customers. Moreover, Sniper & Rook provides them with benchmark data, so they can see themselves from the right perspective.

For more information on Competitor Research please visit our website or contact one of our management consultants.

### QUALITY GUARANTEED

Sniper & Rook's consultants have knowledge and experience with ISO, Investor in People and balanced scorecard. Sniper & Rook works in every way to comply with the standards set out by Investor in People UK.

### CONTACT

[www.sniper-rook.co.uk](http://www.sniper-rook.co.uk)

