



***Sniper & Rook***

STRATEGY THROUGH PEOPLE

***Sniper & Rook Solutions***  
Company Presentation

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April 2008

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## About Us

Supporting our clients in their business ventures across Central and Eastern Europe (Hungary, Poland and the UK).

Established in London in 2005 Sniper & Rook has been assisting clients with:

- Management Consultancy
- Market Analysis and Information
- Competitor Research and Analysis
- Senior Executive Search
- Employee Satisfaction and Benefits Analysis
- Assistance in gaining Investor in People accreditation

*Sniper & Rook* makes vital organisation performance measurable and controllable with the aid of research. We focus on internal and external perceptions, expectations and experiences. As such, our research is not limited to customers and suppliers. We emphatically involve employees, departments and branches in our surveys. And we link the internal and external valuation of existing performance directly to the organisation.



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# Our Experience

## Examples of some of our recent projects:

- Pre-tender preparation, analysis and selection
- Service Level Agreement implementation and monitoring
- Internal Employee Satisfaction Surveys
- Management and Director Coaching
- Learning and Development Programme for 1500 new employees
- Cash-flow and Business Plan preparation for 10 million € turnover business
- Internet and Advertising planning and buying for Recruitment campaigns

Experience	UK	HU	PL	CZ	Baltics
European Recruitment Project Manager	Σ	Σ	Σ	Σ	Σ
Senior HR – Learning & Development Specialist			Σ		
Financial Director (up to 3,000 employees)	Σ				
Managing Director (up to 500 employees)	Σ	Σ	Σ		
Branch Openings Manager – Retail and Services sectors	Σ		Σ		
Marketing Director – Media sectors		Σ	Σ		
Payroll Manager (up to 3,000 employees)			Σ		





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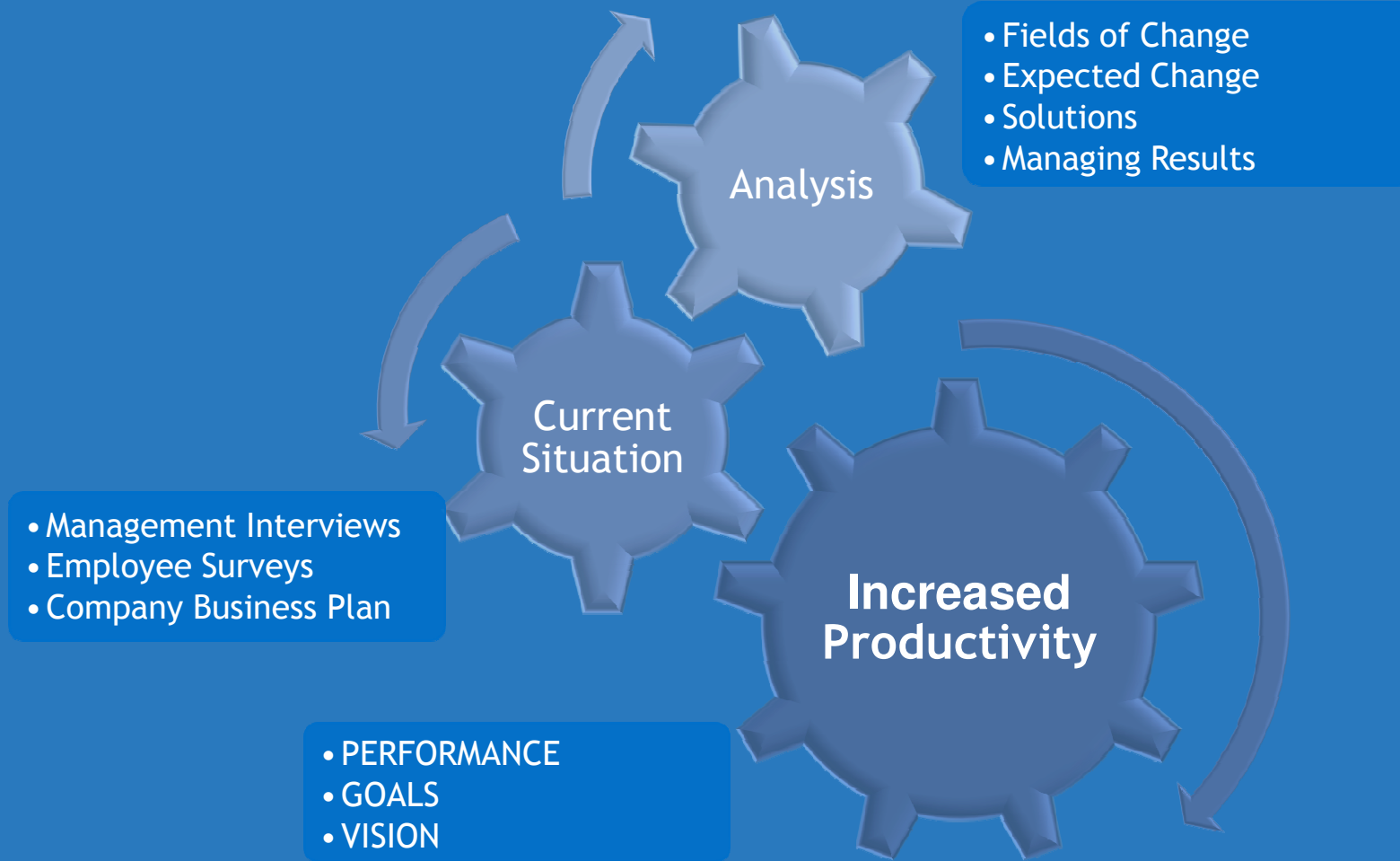
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# Investment in People




# Employee Satisfaction Surveys

## Surveys which generate improvements:

*Sniper & Rook* is able to tailor surveys to relevant industry sectors and specific company challenges. We advise taking the following steps during the building of surveys:

- Define the aim of the organisation
- Define the aim of the survey
- Set up the survey
- Questionnaire
- Methods (written, post, email)
- Segmentation
- Communication
- Survey monitoring
- Analysis
- Improvement management
- Trend measurement



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Company Name

**Interpersonal/Organizational Skills Assessment**

**Review Information**

Your Name: \_\_\_\_\_ Review Period: \_\_\_\_\_ to \_\_\_\_\_  
 Date: \_\_\_\_\_

**Guidelines**

Complete this review, using the following scale: **NA = Not Applicable**  
**1 = Needs Work (Unsatisfactory)**  
**2 = Gets By (Marginal)**  
**3 = Meets Requirements**  
**4 = Exceeds Requirements**  
**5 = Exceptional**

Repeat the review annually and compare your yearly scores.

**Communication**

	(5) = Exceptional	(4) = Exceeds Requirements	(3) = Meets Requirements	(2) = Gets By	(1) = Needs Work
Processes received information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listens to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicates effectively					
Verbal communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written communications such as reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail etiquette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telephone etiquette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Leadership**

	(5) = Exceptional	(4) = Exceeds Requirements	(3) = Meets Requirements	(2) = Gets By	(1) = Needs Work
Leads by example	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finds realistic solutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acts decisively; meets problems head-on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brings out the best in team members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resolves conflicts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishes clear expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides necessary resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delegates clearly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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# Graduate Recruitment

A successful employer brand results in:

- Lower recruitment costs
- Minimized „regrettable losses”
- Shorter recruitment time
- Ensured long-term competitiveness

Employer branding is an important tool in gaining the right graduates from the marketplace.

Universum carries out annual surveys of graduates which allows companies to benchmark their position.

## Universum Graduate Survey 2007 Results – Business:

Position	UK	PL	Europe
1	PWC	L’Oreal	McKinsey & Co
2	Goldman Sachs	Ernst & Young	Boston Consulting
3	BBC	PWC	L’Oreal
4	L’Oreal	Grupa ITI	Google
5	Ernst & Young	Nokia	Goldman Sachs
6	Google	Telewizja Polska	JP Morgan
7	Virgin	Coca-Cola	PWC
8	Morgan Stanley	Procter & Gamble	Porsche
9	BMW	Microsoft	Procter & Gamble
10	KPMG	Telewizja Polsat	BMW
11	Bank of England	Toyota	Ferrari
12	HSBC	Kompania Piwowarska	Morgan Stanley
13	JP Morgan	PLL LOT	IKEA
14	Microsoft	Deloitte	European Central Bank
15	Deloitte	Grupa Zywiec	LVMH



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# Market Impressions

## Lessons to be learnt.

More competitive approaches to people can help your bottom line. All of these companies have implemented personnel development

- Empowering employees can increase profits
- Improving benefits increases productivity
- Support at senior level leads to greater return on investment
- Greater employee buy-in helps meet objectives

And ultimately better personnel management increases your company's profile on the market.

AIESEC Best Employer 2007 Poland		Sunday Times 2007 Best Employer UK	
Position	Company	Position	Company
1	PWC	1	Goldman Sachs
2	Procter & Gamble	2	KPMG
3	ING	3	Morgan Stanley
4	Bank Millenium	4	Ernst & Young
5	Deloitte	5	O2
6	Bank Pekao SA	6	Deloitte
7	PKO Bank Polski	7	Royal Bank of Scotland
8	Nestle Polska	8	PWC
9	Ernst & Young	9	Nationwide BS
10	MARS Polska	10	American Express
11	KPMG	11	Mott MacDonald
12	Cersanit	12	Atkins PLC



# Keeping ahead of the Competition

## S.W.O.T.

Every business in it's given sector needs to monitor closely the achievements and instabilities within it's competitors. We help you gain important market information about your competition, their people and management strategies that can be critical in creating your business plan.

## SMART Objectives

Each business must set short, mid and long term objectives for growth. Taking a historical analysis of the marketplace to decipher trends can be critical in smooth planning of this process. We benchmark where companies like yours fit in within other countries both geographically and historically. Using media monitoring and other methods we assist you in developing your brand.





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# Business Improvement

## Partnership

Corporate strategy defines a company's vision, sets long-term goals and outlines the nature and scope of its business. Effective strategies can give a company a decisive competitive edge. We work together with our clients to analyze their current position and using these facts build a proto-type for successful management procedures.

## Business Plan

We concentrate on supporting your business plan by breaking down the following points:

- Goals
- Strategy
- Structure
- Processes
- Tools





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# Procurement Best Practice

## Purchasing

- Working to ensure that companies make the most effective use of its resources by getting the best possible value for money when purchasing goods or services.
- Measure satisfaction of internal customers based on the quality of services bought
- Save on costs by having specialists managing your supply

## Benefits

- Measurable Results and cost savins
- Risk Mitigation through 3rd party supplier management
- Global Execution with local advantages
- Streamlined Process Management
- Greater leverage from supply base

## Procurement Vendor Examples:



*Purchasing and Supply Agency*



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# Outsourcing Benefits

Avoid time training new employees

Avoid time learning new software programs and equipment

Avoid time filling out complicated employment paperwork like tax forms, scheduling, pension, etc..

Avoid buying extra office or other equipment

Avoid arranging extra offices or work space

Avoid spending money on employee costs, vacation time, holidays, other related

Allow your business to take on extra and larger orders





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# Sniper & Rook Search

## Recruitment

The search for the best talent consumes modern day business. Through specialist knowledge of the marketplace we are able to help our clients pin-point the best talent in the UK marketplace.

Through co-operation with our key recruitment partners we have the people and the experience to assist your business. Our main partners operate across Europe and work with our consultants to bring the best people from each industry sector to our clients' attention. We find employees for your business, we don't wait for you to have a need.

Since 2005 our consultants have learning about your business to give you the best service in the market.

Consumer Products

Financial Services

Real Estate & Construction

Media & Entertainment

Pharmaceutical

Professional Services

Technology

Retail



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# Sniper & Rook Search

## Our commitments:

- The Client is the company - not the individual
- We never present the same candidate to two clients at the same time
- Full confidentiality is guaranteed to clients and potential employees
- Strict and clear off-limits policy
- We only accept assignments which we believe we can complete

## Experience recruiting:

Board, Regional and Country Management, Business Unit Management, Specialists and Mid Management

Role Definition

Search Initialisation

Candidate Selection

Shortlist

Select Executive

Reference Check

Follow Up



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# Sniper & Rook Search

## Quality Assurance

- Rebates and Replacement Opportunities
- Evaluation of Service Questionnaire
- Referencing
- Service Level Agreement

## Key Performance Indicators

- Number of applicants
- Time to Hire deadlines met
- Successful briefing of candidates
- Referencing undertaken

## Other Services

*Sniper & Rook* offers a range of other services listed to the right through our international recruitment partners

Assessment Centres

Outplacement

Personnel Outsourcing

Recruitment Vendor  
Management

Recruitment Media Buying

International Recruitment

Development Centres



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***Contact our Consultants to  
help your business keep  
ahead of the Competition***

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