



Case Study

## ***“Improving Selection Outcomes for Financial Planners in a Tight Market”***

For a Financial Services Organisation

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**Acuity**  
CONSULTING

# *Improving Selection Outcomes for Financial Planners in a Tight Market*

## The Situation

The Financial Planning unit in this financial services organisation needed a better way of employing Financial Planners (FPs) in an increasingly competitive market. They wanted to attract the best people and ensure they would succeed and stay with the organization over the long term.

## The Challenge

The client needed a robust selection model for HR and Senior Area Managers to use on an ongoing basis. The model needed to be simple to use yet sophisticated enough to provide meaningful insight into candidate suitability.

The challenge was also to deliver a model that:

- ◆ was flexible to accommodate internal and industry changes;
- ◆ ensure the support of current FPs; and
- ◆ would give our client confidence to recruit new talent over the long term.



# Improving Selection Outcomes for Financial Planners in a Tight Market

## The Outcomes

Acuity built a selection model that identified and established key behavioural benchmarks for effective FP performance. Our consultants developed assessment activities to determine the extent to which applicants demonstrated these behaviours.

We also developed a set of tools for Financial Planning Managers and trained them how to assess and select applicants for FP and graduate positions into the Financial Planning Unit.

Over the past three years, over 400 FP candidates have been assessed. Today Acuity continues to analyse and interpret candidate psychometric assessments for this client.

Evidence suggests that the FP's recruited using this model perform at **115% better than their peers**. Also, graduates recruited are at a higher caliber and have a lower turn-over.

## What Our Client had to say....

*"I engaged Acuity because I knew it was their area of specialty. Unlike other organisations they had the most comprehensive solutions for my needs."*

*"...Acuity's quality of work was excellent and thorough.... I felt confident that there were good sound reasons for making the decisions we made."*

*'In the shortest possible time Acuity was able to articulate what it was that we wanted to achieve. This meant we were able to meet project deadlines....'*

*"Acuity provided a new level of Professionalism to our organization and its recruitment...."*

*'Thanks to Acuity people can speak to anyone within our business and they'll hear a consistent answer to how the exercise has gone....'*

