



GENERATOR®
Define. Deliver. Fast.

BUSINESS STORIES

EDUCATION TECHNOLOGY

AT A GLANCE

CHALLENGE

- Acquisition & Integration of 7 global SME companies into one new group
- 330 FTE & contracting staff/agents
- £100 million turnover

BENEFIT

- Successful transfer & integration of 330 staff
- Clear EVP established
- Streamlined sales team aligned to new group offering

CHALLENGE

A private equity backed global tech group start up that provides digital e-learning, testing and software management solutions to the maritime sector had acquired 7 individual global SME market leading brands in the UK, Europe, Norway, US, & Asia. They needed to bring all these brands together under one umbrella group and integrate 330 staff.

SOLUTION

- ✓ Worked with the client to develop & implement a people transition strategy & integration plan that included due diligence, TUPE, resourcing, communication & engagement, retention & rewards and benefits benchmarking.
- ✓ Helped the client to review contractual terms including harmonisation, employment status, equity & contract negotiations.
- ✓ Restructured the global salesforce (80 FTE & Sales Agents).

BENEFIT

INTEGRATION

With a sound transition strategy we helped the client successfully transfer and integrate 330 staff.

CLEAR EVP

Established a clear employee value proposition.

STREAMLINING

By restructuring the salesforce, we helped the client streamline their sales team, aligning them to the new group offering and cross-selling opportunities.

RESULT

With a well-strategised, well-communicated plan we helped the client achieve very low attrition levels with less than <10% voluntary turnover. There were no legal challenges and we successfully integrated group culture and established a new infrastructure.



"With so many staff and so many separate companies to align under one offering, it was important to implement an effective transition strategy."

"With less than 10% voluntary attrition and no legal challenges, we achieved a brilliant result the client was very happy with."

AILEEN HUDSON-HAY

Generator