

CASE STUDY:  
HOW APSCO TRAINING HAS  
ENHANCED BOTH LEADERS  
AND NEW CONSULTANTS AT  
THE BLUESTONES GROUP



**Lynda Bearman**  
Director of Shared Services

**Bluestones Group, a UK-based national recruitment business, specialises in sectors as diverse as education, healthcare, professional, technical and generalist roles. With multiple offices nationwide and a commitment to nurturing talent at every career stage, Bluestones understands the critical role their people play in achieving shared visions and upholding company values.**

Lynda Bearman, Director of Shared Services at Bluestones, explains the challenge they were facing and why they needed to take the CMI Level 5 advanced recruiter programme with APSCo, as well as placing new consultants onto the foundation programme.

## The challenge and need for advanced training

Lynda told us:

*“As a growing business with ambitious plans, we recognise the crucial need for our senior leadership team to be equipped with advanced skills. Our journey of acquisitions highlighted the importance of having a well-trained and formally qualified leadership team to realise our potential and achieve our growth objectives.”*

In 2023, Bluestones Group partnered with APSCo to train 81 delegates, embracing a variety of courses for individuals in sales, support services and managerial roles.

The APSCo foundation programme, aimed at providing core skills to new recruitment consultants across Bluestones’ brands, was crucial to supporting their people from day one and ensuring employees felt valued and could make an impact at entry level.

Another key focus was the CMI Level 5 Advanced Leadership programme, a significant investment for Bluestones. This was strategically chosen to

enhance the senior leadership team’s capabilities. This diverse group, representing various functions and learning styles, underwent a transformative journey, facilitated by APSCo’s inclusive and supportive approach.

## Successes and transformation

The impact of the training programmes, particularly the CMI Level 5 Advanced Leadership programme, was profound:

- Senior leaders acquired the necessary knowledge and skills, translating into **improved performance and effectiveness** in leading their respective functions.
- Sales and support functions gained a deeper understanding of each other’s challenges and pressures, **fostering empathy and collaboration within the leadership group.**
- Delegates reported **significant personal development**, including better stakeholder management, improved time management and enhanced confidence in decision-making.
- The training led to **tangible business improvements**, such as more structured team processes, which enabled recruitment growth and maximised team results.

This sentiment is reflected by Lynda:

*“The CMI Level 5 programme changed the way our leaders work and operate together. It was challenging yet incredibly rewarding, leading to a noticeable difference in the structure and thought processes of our team members. The ability to recruit, grow, and build our teams more effectively is a direct result of this training.”*

*“Investing in our people through APSCo’s training programmes, especially the CMI Level 5 Advanced Leadership programme, has been immensely beneficial. It not only reflects our commitment to our team’s growth, but also significantly contributes to realising our strategic business goals. The programmes have been instrumental in developing confident, competent leaders who are well-prepared to navigate and succeed in our dynamic industry.”*

## About the CMI Level 5 Advanced Leadership programme

The CMI Level 5 Advanced Recruitment Programme has been developed by APSCo for senior leaders in the professional recruitment sector and is accredited by the Chartered Management Institute (CMI), an internationally recognised accrediting body. The programme trains senior leaders and directors to the equivalent of a second-year degree, and provides all the skills and knowledge needed to drive business and team performance forward.



Read out more about the CMI Level 5 programme [here](#) or get in touch with the APSCo talent development team to enquire about booking at [talentdevelopment@apsco.org](mailto:talentdevelopment@apsco.org).