

**APSCo interviews Annapurna highlighting the brilliant partnership between Annapurna and APSCo Talent Development over the past 18 months. APSCo has provided in-house training to 208 delegates during this period. The HR Manager, and HR and Training coordinator from Annapurna, openly shared their thoughts on the partnership and the Annapurna business. Many thanks to them for their valuable insights.**

### Introduction to Annapurna

In 2008, Nigel Fox, James Ballard, and Charlie Appleyard from Huxley Associates founded Annapurna. The company initially focused on HR and tech recruitment, which has since expanded over the years. Annapurna primarily concentrates on HR and tech recruitment in the UK, as well as in Europe, particularly in Germany and the Nordics. The company is currently planning expansion into the US market.

### What makes you different?

Our values. The Directors focused on a more values-driven recruitment business that focuses on relationships plus, we have a very collaborative workforce.

Our offerings. We have a new brand Erupt, that's a growth partner for fast scaling clients across different geographies, the UK, Europe and the States. It offers flexible scaling talent solutions covering recruitment, employee branding, EVP and specific bespoke projects all based around strategy and data-driven decisions.

We have 360 which delivers popular contingent recruitment. We also offer subscription and embedded solutions. For example, everything from helping clients understand their struggles with recruitment, employer branding and finding the best talent.

*"Working with APSCo training is a true win, win! It's a real selling point when we bring experienced hires into Annapurna."*

### You previously used APSCo training, but what led you to use a more formal training arrangement?

We put our Practice Leads on the Leadership CMI Level 3 - it seemed an obvious 'great option'. We had a lot of feedback from engagement surveys that certain levels thought there wasn't quite enough training. After an extensive staff survey, we prioritised training to drive performance improvement. With strong support from our Directors, we successfully implemented a comprehensive plan today covering all business segments, from entry-level to senior management - a first for our organisation.



## What has been the impact on recruitment?

We had always had success at the graduate level. Now we are positioning our hiring at the more senior level – We now have so much more to talk to them about and engage with potential hires around training. ***“It’s not that common to have this much training, so it’s a real selling point for Annapurna and of course, we know it makes them better at their job; there are improved retention rates and therefore billings... so a true win-win, so many benefits!”***

## How did you decide on training requirements?

It was all about the relationship with APSCo, past and present. Previously we had delivered in-house entry-level training. We didn’t have the resources, so this felt like a natural area to outsource.



***“We thought there’s no point trying something we’ve never done before, let’s outsource it to people that obviously know what’s best.”***

## Describe your decision to outsource your entry-level and senior consultant training to APSCo

We mapped out what we call the Annapurna Training Academy. Our consultants had the basics, so the next stage was about investing in people, ensuring best practices, reiterating what they have learned and ensuring they are making placements as soon as possible. Decisions were based on our retention strategy and getting people to be ***“good recruiters as soon as possible”***

## How did APSCo work with you to tailor the course to your needs?

We had lots of positive conversations that allowed APSCo to understand our needs and then tailored it to our pain points. For example, the switch from Resourcer to Billing Consultant and implementing Business Development into a role. The courses were tailored accordingly.

## What are the outcomes you can share?

People have really loved it. Delegates’ responses have been amazing. In our quarterly engagement survey, a lack of training was often cited, now it’s a different story - ***“the training is great, and we are seeing people implement tactics they have learned from the training... especially around the strategic sales course”***.

One delegate completed their training this week, and made a deal, straight off the back of the course! The team are really excited about this!

## And finally - what would you say to anyone considering partnering with APSCo for training?

I highly recommend working with APSCo. In my four years at Annapurna, the feedback from APSCo has made a tremendous difference. Their response rates are quick, communication is great, and investing in staff through APSCo's formal structure is important. You can link training outcomes to personal development plans, set goals, meet promotion criteria and ensure implementation.

**A concern for us, with so much training, is to make sure it gets implemented.**

**APSCo has done a fantastic job of making sure that happens... with follow-ups, wash-up sessions and ensuring managers are on side allowing it to be part of somebody's development plan and now it's fully integrated.**

**Great to see so much progress in a year. We're really pleased!**

*"We will continue offering the courses and transition delegates from the foundation level to the accelerator course. It's rewarding when individuals join, as we can track their progress and development. Our staff find it fulfilling to witness the journey of personal growth and support, including the planned courses they will attend. This level of transparency brings excitement to our team members."*

*"We are now switching all training to in-person, and this has been very well received, I think this will make it even better."*



To learn more about all our different courses and opportunities for your business to benefit from our in-house course, get in touch.

<https://www.apscouk.org/training-and-development.html>

