

Recruitment Brief Consultant

December 2011

Cognosis

Our Proposition

Cognosis is a business strategy consultancy which puts leading change at the heart of every assignment. We create strategies people believe in and want to deliver.

Our Focus

We work internationally with blue-chip branded businesses, handling assignments in business and commercial strategy, brand and portfolio strategy, and regional and functional strategy. We work with business leaders who want to make change happen.

Our Core capability

We are world class in designing and delivering strategy programmes that engage, align and inspire. Our EDGE research gives powerful insights into the nature of strategy.

Our Point of view

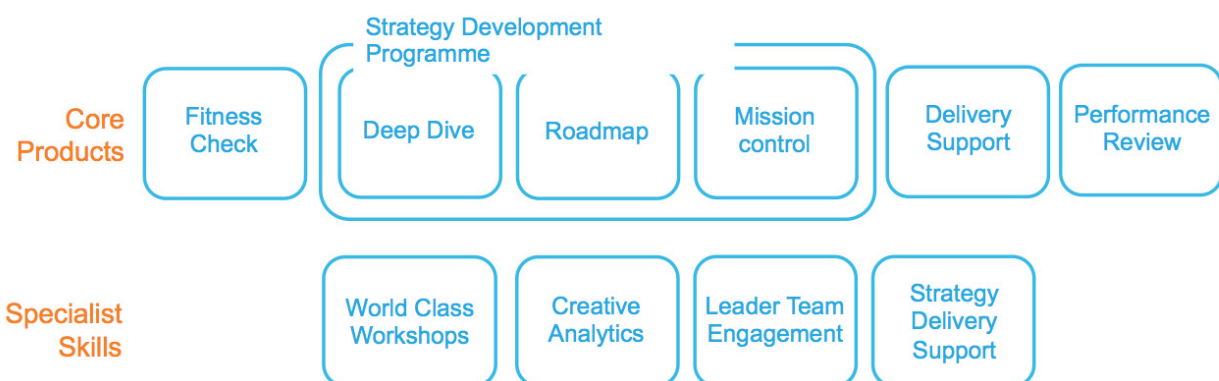
Strategy has an emotional side, and we need to recognise that explicitly in the way we go about creating it.

If you want your strategy to succeed where most fail: Make it exciting; Make it a journey of discovery; Make it whole-minded (join dots); Make it matter, personally (build belief); Make it a call to action.

Our core products and specialists skills

Our Approach

Our approach is informed by EDGE, 'super-tailored' to client needs, robustly commercial, and focused on delivering rapid results. Our workshops are interactive, collaborative and content-rich: a unique blend of creative analysis, team engagement, challenge and discovery. We make 'strategy' a powerful experience, not just 'a process'.



Our position



Our EDGE programme

EDGE is Cognosis' programme of research and development shedding fresh light on the practical links between [strategy](#), [engagement](#) and [business performance](#).



Our EDGE journey began back in 2007 with the publication of Cognosis' first research study, EDGE 1, which laid out a route map for world class strategy-making.



This was followed by EDGE 2 in 2009 which explored the impact of leadership, culture, and challenge on strategy and performance.



Now EDGE 3 shows EDGE principles in action, helping clients grow their businesses, their brands and their people.

Our approach is Whole Minded

A Whole Minded approach blends all four strategy styles (Practical, Rational, Creative and Collaborative) to create strategies that work from every angle. It is the most effective because it delivers strategies that excite and inspire.

Rational & Fact-Based

Objectively analysing facts and figures. Strategy development is rich in numbers and facts. Careful consideration is given to ensuring strategy is logical and makes sense.

Practical, Action-focused

Organising action. Strategy is tangible, with detailed implementation plans. Careful consideration is given to execution and allocating resources, agreeing responsibilities and timelines.



Creative, Innovative, Insight-driven

Exploring opportunities & looking for new/ fresh ways of doing & thinking. Approach is future- focused and visionary. Careful consideration is given to ensuring all possibilities identified.

Collaborative, People-centred

Ensuring that different views & perspectives are heard. Strategy is true to organisational values and beliefs. Careful consideration is given to ensure all stakeholders are listened to and actively involved.

This idea is the heart of our proposition - we seek to drive it throughout our work. Cognosis people are passionate about Whole Mind Planning - A passion shared by any successful applicant!

Examples of our work



Igniting a new wave of business & brand growth

Result: 5 year stretch goal achieved in 2.5 years!



Galvanising commitment to a stretching new strategy

Result: Strong 'buy-in' & engagement scores to the strategy, & global brands up by 16%, exceeding market growth.



Reinventing the strategy experience

Result: Goals achieved, organisational buy-in high, plus successful new brand launch.



Establishing HR as an effective commercial function

Result: HR seen as value adding function, delivering savings & contributing to business growth.



Transforming a strategic loyalty programme

Result: 1st year of re-launch saw 20% increase in number of new members & double digit month on month revenue growth.



Turning around a business and management team

Result: 80% of Team inspired by the strategy, business turned a loss into profit with MAT showing 27% sales uplift (2010).

Why us?

You are already an effective consultant or manager with a proven track record and a promising career path, so why Join Cognosis?

Because you want to do outstanding work, for some of the most interesting clients in the world, creating strategy and driving change in a challenging and like-minded team.

Because you want to round out and develop professionally, building your potential with varied and stimulating work. To use your creativity to find new ways to engage and inspire clients.

Because you understand that successful strategy is not merely an analytical process with 'one correct solution' but an experience in which teams must engage fully and actively to create solutions they believe in and want to make happen – and you want to be part of that.

Because you want your contribution to directly influence the shape and direction of a dynamic, smaller growing firm, and to be respected and rewarded for it.

Because at Cognosis, good people move up fast.

A career not a job - we seek our future leaders

We look for people who:



There are many outstanding candidates out there. We seek those who brilliantly embody the Cognosis culture and spirit. We want to talk to you if you want to be part of our story. We do consult to drinks and tobacco. (If you have an aversion to these sectors we are not for you!). You will want to visit our website to understand more about us, our clients, our case studies, and the team you could be joining... www.cognosis.co.uk

Expectations of the Consultant Role

Build the business

Manage own work effectively to deliver in demanding time frames – beyond expectation, for enhanced profitability.

Approaches problems and tasks systematically, with analytic rigour.

Uses brilliant PowerPoint, (high-finish presentation of data and conceptual graphic/forces models).

Professional gravitas enables easy working manner with e.g. interviewing/interacting with senior client stakeholders

Deliver the promise

Application of advanced technical/analytic skills (Excel based) enables synthesis of quant and qual data, modelling, to tell compelling stories for clients.

Outstanding work ethic applied in Cognosis teams reporting to Managers and Directors – trusted to deliver for the team.

Presents with confidence to senior client management teams, and supports colleagues likewise.

Break new ground

Supports the team in identifying future client projects/ income and helping team to achieve.

Supports, drives client development agendas.

Supports Firm development activity.

Demonstrates active interest in application of Cognosis Whole Mind Planning.

Active self development and skill building.

Grow the team

Fosters strong, productive, business-building relationships with client staff.

Demonstrate strong interpersonal skills and contributes to an effective team dynamic.

Confident, professional persona and communication - written, presentation, spoken, and face to face.

What are we looking for in your CV?

Education

A good degree – Class 2.1 or above from a good university – shows your intellectual capability & judgement.

Additional business qualification welcome.

Intellectual curiosity and enthusiasm for learning – with both arts & science evident either in formal subjects or from extra curricular activity.

Possibly internships within blue-chip businesses – either client or consulting, or other activity demonstrating a basic commercial aptitude or relish for challenge while in education.

Experience

You are probably 2/3 years into your career in a strategy/ environment, (with marketing relevance) or 3 years on client side or general consulting.

The role will have involved significant analytic capability as well as some marketing relevance. You are client facing and have started to manage elements of the projects

Capabilities

Data analysis and synthesis skills, in a commercial context. Ability to make sense of complex information and data and to draw clear, well grounded commercial conclusions. Tell the story of the material for an audience.

Technically high level capability with data management software in document production is a core skill.

A balancing aspect of creative, interpersonal, arts/psychology aptitude – see ‘Whole Mind Planning’!

Evident interest in development and learning broader marketing skills and ‘brand literacy’.

Brilliant communication and personal presentation skills – the role will include senior client contact.

Emotional maturity, interpersonal empathy and an interest in group/personal dynamics.

Project management skills and enthusiasm to develop further.

Intellect, enthusiasm and a willingness to actively contribute to broader business objectives.

Your English language skills , written & spoken will be at the very highest levels

What the team says... ?

“Two things make working at Cognosis different - growth and collaboration. Cognosis provides a unique opportunity to work in a truly collaborative way, rather than being the outsider imposing the answer, we create solutions together with clients which not only means they get the best result but also is a far more enjoyable and rewarding way to work.”

Olivia Buckle-Wright, Director



“I’ve found Cognosis to both a challenging and rewarding place to work. I manage interesting projects across different clients providing a fast pace and variety of work. The firm’s major strength is its collaborative, people centric approach which makes for more of a fun and relaxed culture than I experienced in larger consultancies.”

David Cowser Senior Manager

“Cognosis has provided me with both challenge and reward in equal measure. The challenge of strong client relationships and a range of projects, with reward of fast career progress in a team that sees strategy as an experience, not a process. A great place to work, a dedicated and fun loving bunch!”

John Fidoe, Director



“Career progress at Cognosis is meritocratic, and can be extremely quick. Career paths are not formulaic – responsibility & opportunities are given early.”

Tom Gibbs, Manager

“The best thing about working at Cognosis is working with rather than for clients. Not just to deliver projects and reports, but to work in partnership to find solutions that work in the real world. At Cognosis, you won’t just learn consulting - you’ll learn how business partnering – more rounded and satisfying professional ambition.”

Gareth Topliss Manager



Getting to know each other...

People matter and getting it right means taking time together to explore expectations and assumptions.

Up to 3 meetings can be expected:

A 1 hr initial exploratory session – understand mutual fit, technical capabilities, explore the opportunity. Decide if further discussion is mutually wanted.

A longer, team interview with Directors and BU team members – maybe including a 10 minute presentation of your best work to date.

Final meeting with Partners.

Contact

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To learn more about **Cognosis**,
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