

Recruitment Brief Manager

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

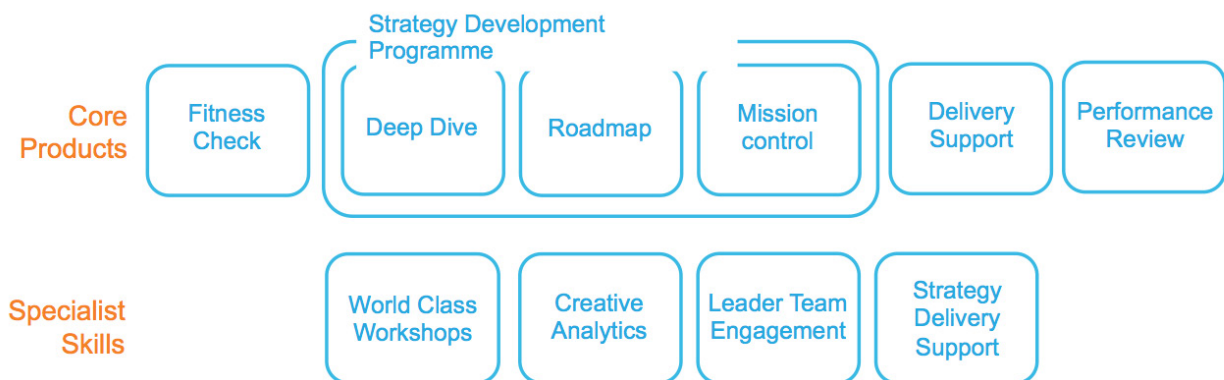
Strategy has an emotional side, and we need to recognise that explicitly in the way we go about creating it.

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 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!

Our clients – we seek strategic partnership with international players.

DIAGEO



SIEMENS



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 already have 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 you want to challenge and sharpen your leadership skills on a daily basis – both with clients for whom you are a trusted advisor and within the firm where you will mentor talent to become future leaders.

Because this is the opportunity to be part of a future succession leadership cadre, with growth 'hunter' mindset and energy.

Your career develops from foundation delivery excellence, through client & project management to leadership & growth...

Cognosis team today is 33 strong, based at our spacious Aldwych offices.

We plan for growth.

We are structured in Business Unit teams.

We do consult to drinks and tobacco. (If you have an aversion to these sectors we are not for you!).

Successful candidates join a BU on existing client projects from the outset.

From the London office hub – you will travel on client interventions anywhere in the world – your freedom to travel and empathy to other cultures is an asset.

Expectations of the Consultant Role

Build the business

Drives the delivery of Cognosis consulting through management of projects.

Wins new/follow-on projects with current clients through brilliant delivery and relationship building.

Confidently consults at all levels, interacting at senior and junior level with ease.

Designs /facilitates workshops, projects using Whole Mind Planning.

Deliver the promise

Builds expertise in Cognosis approach and develops / designs projects from proposal to review.

Proficient left/right brain skillset enables supervision of data gathering, analysis design.

Manages own work and the work of others in the team – including client side resources.

Break new ground

Brings creative ideas and new ways of thinking to project work - and also to Cognosis.

Represents the firm, both internally and externally, as thought leaders via Whole Mind Planning.

Anticipates need for change & delivers effective project/team solutions.

Grow the team

Fosters team based delivery and team building behaviours.

Inspires trust and support of clients and colleagues.

Helps others build expertise through sharing and coaching.

Fosters lasting client relationships and support for project decisions.

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

Around 4/5 years yrs into a strategy consulting career – or 5 years on client side or general consulting. Working with consumer branded goods or service sector experience.

You will be starting to manage complete project cycle and develop relationships.

Capabilities

Individuals may currently be within a client side business. This will be a consumer-oriented business, and will certainly be highly marketing literate.

They will have a balance of strategic and operational experience and will have developed brand-led interventions at a Group level involving the formulation of ideas, models of action and plans to deliver Group wide.

Real understanding of the consulting process and environment from either having been an internal consultant or from having worked with world-class external consultancies.

Candidates currently working in consulting with a track record of relevant consulting experience and success.

Should have consumer brand experience or be able to demonstrate aptitude in this area.

Demonstrable strategic capability is key.

Might well suit someone frustrated by the limitations of a bigger strategy consulting company, who wants to make a difference in a smaller team.

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

For admin/CVs/diary
Una Kelly, Operations Manager
E: una@cognosis.co.uk
T: 020 3206 0354

Initial interviews will be held by:
Michael Laird, Partner
E: michael@cognosis.co.uk
T: 020 3206 0352

Michael Laird, Partner

Tel: +44 (0)20 3206 0352

Email: michael@cognosis.co.uk

Cognosis Consulting

95 Aldwych

London, WC2B 4JF

Telephone: +44 (0)20 3206 0350

Facsimile: +44 (0)20 3206 0399

To learn more about **Cognosis**,
please visit www.cognosis.co.uk

