

# TRUE WORTH

## True Worth Case Study

*total  
fitness*




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### Contact



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## The outcomes at a glance

# 1

Time to hire within 4 weeks.

# 2

True Worth conducted initial interviews, saving the SLTs time.

# 3

The successful candidate is still in the business 18 months on.

## Retained Recruitment Case Study: Total Fitness

### The Client:

Total Fitness, a prominent UK-based fitness centre and gym, boasts 15 Health Clubs spread across the North of England and Wales, catering to over 100,000 members and employing 600 individuals.



### Sophie Lawler | CEO - Total Fitness

*Having built a track record of performance and transformation based on the power of people and culture alone, we don't take our talent searches lightly, and so our engagement with True Worth to help fill a critical SLT role was a given. Our SLT is a high performing team with long tenure and a superb grasp of where we've been and where we're going - finding a cultural/teamship fit is as important as a functional one and Sam understands this 100%.*

### The Objective:

Total Fitness sought to appoint a Head of IT and initially considered exploring traditional contingent recruitment methods, engaging with multiple agencies to spread risk. After a consultation with the CFO, True Worth proposed and established an exclusive deposit-led partnership solution.

### The Structure:

- An exclusive deposit-led partnership was agreed upon.
- A percentage of the fee was paid at the project's initiation.
- The outstanding fee was due on the successful hire's initial day of employment.
- A free replacement option was included if the candidate did not pass a 6-month probation.

This exclusive arrangement allowed True Worth to dedicate 100% of their time to the search, ensuring focused attention on the client's needs.

## The Process:

### Week 1:

- Utilised a combination of job board advertising, database search, social media advertising, and targeted head-hunting on LinkedIn.
- Conducted pre-screening calls with over 100 candidates to assess technical experience and cultural fit.

### Week 2:

- Short-listed 15 candidates.
- Conducted 6 interviews over Teams, lasting 20-30 minutes, recording each interview.

### Week 3:

- CFO and IT team reviewed all 6 video interviews, selecting 4 candidates for a first proper interview at Total Fitness HQ.
- Two candidates proceeded to 2nd and final interviews with the CEO at Total Fitness HQ in Wilmslow.
- Job offer extended and accepted within two days.

## Outcome:

The role was filled within 4 weeks, and the successful candidate remains in post 18 months on.



### Sophie Lawler | CEO - Total Fitness

*Sam invests significant time up-front to explore exactly what's needed and – leveraging his acute sense and ability to read other people – pre-screened a shortlist that was very high quality and served to demonstrate a very clear understanding of the brief. Video interviews of the shortlist really helped us get a feel for a candidate before meeting them ourselves, and – within the first round of the search – we met Karl Ellis who was (and remains) a great addition to the team. Karl has been in post for 18 months and beyond fitting into the team exceptionally well, demonstrates a real empathy with and commitment to the strategic needs of the business as well as the immediate issues.*

*He adds incredible value technically and strategically and – importantly – enjoys his role at TF immensely. Our engagement with True Worth has delivered wins all round – for Karl, me, the IT team and our SLT, organisation, members and shareholders.*



## Conclusion:

This demonstrates True Worth's capability in delivering a retained recruitment solution, within 4 weeks of initial consultation with the business. This short turn around time saved the SLT's valuable time and money in getting the right candidate through the door. Additionally the successful candidate is still operating within the business 18 months and continues to contribute towards the growth and success of the team.



### Karl's Ellis | Head of IT - Total Fitness

*He uses a blend of modern and traditional recruitment and communication techniques to bring the role to life, whilst also ensuring no time is wasted on either side.*

*His years of experience in recruitment were evident whenever I spoke with Sam, and I would have no hesitation in using his services.*



## Contact

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