



**MOORE** Kingston Smith  
HR Consultancy

# STRATEGIC HUMAN RESOURCE SERVICES

Unlocking your business' full potential through people

“The help I’ve received from the Kingston Smith HR Consultancy team has made a huge difference to the smooth running of the practice. Initially we engaged with them to undertake a complete overhaul of our employees’ contracts and create an up to date employers handbook. Since then they have provided a great service in providing up to date legislation and making any required amendments to our handbook and contracts. I am always impressed in the speed and quality of the advice given.

Being a small business, we don’t have our own in-house HR employee so it’s great to have HRC on hand as and when needed. It means we get to focus on what we do best, safe in the knowledge that they will come up with both a commercial and practical solution to any of our workplace issues. I would thoroughly recommend them”

**Brendon Robins, Managing Director, Spatial Design Architects**  
Your potential, our expertise

Most businesses are founded by people with a passion for their industry, seeing a way to deliver better experiences, products or services for their clients. That passion, coupled with the effort to ensure the business is successful, means **SME leaders spend most of their time working in the business rather than on it**, and they have little time to think about how they will attract, develop, and retain the talented employees who will deliver the products and services of the business.

As organisations grow, leaders often lose focus as they battle the daily challenges and opportunities associated with growing a business; building sales, managing people, controlling operations, and keeping on top of finances. All SMEs rely on their people to deliver the goals and purpose of the business and as the team grows, many teams lose energy and experience a blurring of the original business vision and objectives as barriers to efficiency and profitability creep into the culture and working practices. More often than not, a failure to focus on the attraction, reward and retention of employees can result in the business failing to realise its full profitability and enterprise value (EV) potential.

The experts in Moore Kingston Smith's HR Consultancy team are able to provide employment law compliance and strategic HR services to owners and managers who are serious about growing their businesses, by helping them to take a step back and think strategically about how to improve the way they attract, manage and retain their great people.

Through the provision of simple and highly focussed

HR interventions, we help leaders:

- Get a reality check on the current state of talent management in their business against critical people success factors and benchmarked talent management practices amongst their competitors;
- Assess the extent to which the current HR compliance and talent management processes and procedures set the business up for successful achievement of their goals and aspirations;
- Identify and prioritise the key risks/challenges and opportunities for improvement in their talent management practices that can improve their ability to attract and retain the right people, minimise reputational risk and reduce business costs to optimise EV;
- Ensure that those prioritised improvements are realistically achievable and built into a clear and compelling Employee Proposition that can be practically implemented and that supports the achievement of the business' strategy;
- Bring clarity, purpose and control back to the people management agenda in the business.



SME leaders spend most time working in the business rather than working on it, which can result in failure to realise its full profitability and enterprise value potential.

Targeted and proactive talent management consistently delivered across the business can provide a compelling Employee Proposition that makes people want to join and stay with the business and that supports an improvement in performance, profitability and EV.

We have extensive experience of delivering HR compliance and strategic services that support business growth and success through the attraction, development and retention of skilled and talented people within the business. Our team works with organisations to achieve a step change in people management in key areas such as:

## TALENT ATTRACTION

- How to improve the Employee Proposition to make the business highly attractive to great candidates
- How to create cost and time effective recruitment processes
- How to onboard new recruits to get them productive and effective early on

## EMPLOYEE INCENTIVISATION

- How to better engage with and incentivise key people to remain in and contribute to the business
- The pros and cons of different incentivisation strategies and the best fit for the organisation
- How to build a cost effective benefits package including access to expert tax, pension, and insured benefit advice within the KS group

## EMPLOYEE RETENTION

- How to retain key staff for longer and avoid expensive staff churn
- How to create a stable, long term management team to reduce owner dependence and enhance EV
- How to create lower staff turnover through a culture of proper reward, high levels of trust, and targeted career development

## HR COMPLIANCE

- How to achieve compliant contracts of employment
- How to optimise HR practices, policies, and procedures
- How to minimise the reputational and financial risk of employee disputes and Employment Tribunals
- How to manage the people elements of TUPE transfers and business sale or acquisition

This combination of HR experience and expertise means that we understand how to help businesses maximise their success and EV through the management of their people. This approach enables SMEs to develop their EV through creating a compelling Employer Proposition that enables them to attract, develop and retain the people the business needs and reduce the impact of competitors poaching away key people. An engaging and stable Employer Proposition is a significant contribution towards an increase in profitability to fund further growth or to enable shareholder to maximise the business value on exit.

“The team at MKSHRC are calm, deeply knowledgeable and delightful confidantes. It gives me great comfort to know that I have them at the end of the phone.”

**Helen Kenny,**  
**Founding Partner of Production Company**



By sharing powerful improvement techniques with our clients that are easy and effective to implement, and that show measured improvement in talent management, we help them build an Employer Proposition, improve margins, and EBITDA multiples...thereby ensuring that EV is maximised.

We often begin the talent management journey with our Talent360 diagnostic process. This is a highly structured half day workshop with senior management and stakeholders, facilitated by a HRC Senior Consultant or Director to assess the state of their current talent management processes. The process rapidly identifies and priorities, key risks, challenges, improvement opportunities and allows leaders to effectively direct their efforts on the vital 20% of activities that will generate 80% of the improvement.

## ABOUT MKSHRC

- **HRC are HR and People Management specialists, with deep experience across a broad range of sectors.** From start-ups to more established medium-sized businesses, we work with a wide variety of clients in the SME arena. Our focus on – and experience in – managing people in the SME space means that we truly understand what it takes to attract, retain and grow a team that supports the achievement of business goals.
- **We provide access to an unrivalled full-service offering to complement our expertise in HR and talent management.** When considering how to maximise (and realise) enterprise value, we provide businesses and shareholders with aligned and coordinated advice across a variety of areas including strategic planning, business development, corporate finance, pension, benefits advice and outsourcing, in addition to traditional accountancy and tax services.
- **We have an extensive network in the UK and beyond.** We have access to numerous agencies, potential alliance partners, deal databases and potential acquirers in the UK and internationally through our global Moore Stephens network and other relationships. When you're looking to sell, we can rapidly access decision-makers within acquisitive organisations and across our private equity network, enabling us to deliver the most credible and appropriate buyers willing to pay a premium price for your business.
- **We work alongside you, helping to shape your vision and develop talent management practices that takes you from good to great.** With our depth of expertise and breadth of experience you can be sure of minimising risks and maximising rewards as you move forward. And beyond all this, we'll be your sounding board, supporting you as you assess options at every stage.

## CONTACT US

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