

# How Thomas assessments strengthened Brompton's recruitment processes to support unprecedented growth



**BROMPTON**

**Consumer goods:**

folding bikes manufacturer

600 employees



**Objectives**

- > Identify best-fit candidates for a unique company culture
- > Streamline recruitment processes across departments and levels within the business
- > Increase employees' self-awareness for increased team cohesion



**Results**

- > Enabled successful company growth, increasing staff numbers from 230 in 2017 to over 600 in 2021
- > Excellent candidate experience has helped Brompton to attract talent
- > Improved interdepartmental relationships due to identifying candidates with better team-fit

## INTRODUCTION

Brompton was established in 1976 and manufactures folding bikes, distributing them worldwide.

The bike can be folded to a third of its size in a matter of seconds and is small enough to be taken on all forms of public transport. In fact, 42 Bromptons can fit in one car parking space!

## THE CHALLENGE:

Brompton has enjoyed massive growth in recent years and remain on a steep upward trajectory. In 2017, they employed 230 people, by March 2021 this had expanded to 620 with plans to add another 200 to the workforce during this year.

Recruitment processes needed to be robust enough to deal with this upsurge while identifying best-fit candidates to keep the character of Brompton alive.

## THE SOLUTION:

People Director, Gavin Smith, joined the company in 2017 and was familiar with both Thomas and other psychometric assessment providers from past experience. He recognised that Thomas' Behavioural assessment (PPA) would support HR leaders in quickly identifying top talent that would fit into the company culture.

Initially, PPAs were introduced at the point of 2nd stage interviews for senior management. Much of the company management were new to psychometrics so it was decided to gradually build the assessments into the recruitment process, to allow leaders to understand the full potential of the additional insights.

Thomas worked closely with Gavin to share technical knowledge and explain the science behind the assessments and soon the management team were fully onboard.

The assessments were then included in an earlier stage of the screening process, and in the selection of middle management before being spread through to technical roles as well. Within 12 months of implementation, hiring for all roles from middle management upwards included the PPA.



“

*We chose Thomas because of the simplicity of the assessments and the ease of articulating the results to colleagues and respondents. We know we're providing a positive candidate experience and the reports are really useful and user-friendly.*

**Gavin Smith, People Director, Brompton Bicycles**



## THE RESULT:

Brompton is a fairly unique blend of commercial, support and technical staff and finding engineering talent which suited the ambitious personality of the company had been difficult in the past. Gavin is assured they are now building a team with the right mix of technical skills, commercial awareness and team fit.

Senior managers have been so impressed with the outcomes of the PPA that they're now looking to implement Emotional Intelligence (TEIQue) and Personality (HPTI) assessments to support their development process. The company regularly holds away days and team building events and believe that these could add extra value and self-awareness for increased team cohesion.

Brompton believes that the excellent candidate experience reported by those taking the assessments has helped it to attract talent within a niche pool.

Initial apprehension has been replaced with confidence and appreciation of the increased success within recruitment.



For more information about how we can help deliver confidence for your organisation, get in touch



UK: 01628 244 024



info@thomas.co.uk



@Thomas\_News



Thomas International



Thomas International UK