

# Employee-Owned Company goes for close-knit approach

**Specialist printer Burall Ltd uses The McQuaig System™ as the basis of its recruiting procedure, ensuring candidates have the right temperament and fit the company profile.**

## The challenge

Buralls of Wisbech Ltd, a member of the Burall Ltd Group of companies, is one of the UK's leading self-adhesive label printers. This longstanding family business is making the exciting transition to an employee owned business as part of the Burall Ltd Employee Share Ownership Plan (ESOP).

Finding the right mix of skills and personalities to enable successful growth has always been important to Burall. It is a close-knit community and, as such, managers have traditionally been keen to ensure that new employees match the 'Burall profile' as closely as possible.

## The solution

The McQuaig Assessment and Development System is an aptitude and occupational assessment procedure that defines a candidate's temperament and personality type, and allows an employer to compare candidates against the requirements of the position.

Burall first started using the McQuaig System in 1987, after it was brought to the attention of the company by the Managing Director of one of its specialist divisions. He arranged a trial assessment of six members of staff, and the results were so accurate that their colleagues could tell which assessment had been taken by whom.

"Although it was before my time, it wasn't long before we started using the system as an integral part of our recruitment interviewing process", said Managing Director David Hunter. "The decision was taken early on that candidates for any position, no matter how senior or junior, should undergo McQuaig profiling. Having experienced McQuaig both as a candidate and as an interviewer I fully support this decision".

The reason for David Hunter's enthusiasm is two-fold. "Firstly, the system gives Burall a good idea of an

individual's temperament and personality type, from which managers can decide whether or not the candidate would fit well into the Burall 'family'. A second, equally important factor for junior and middle-ranking positions, is that the system can quickly identify individuals who have management potential, and who are likely to progress well within the organisation".

Even people who were employed at Burall before the McQuaig System was introduced have to undergo profiling if they apply for new roles within the company.

## The results

The McQuaig System has worked so well for Burall that it now forms the basis of the company's interview procedure. Interviewing managers use the results of the analysis to probe specific aspects of the

interviewee's personality and temperament.

A special aspect of the process is that McQuaig provides the tool (The McQuaig Job Survey) by which managers can construct the ideal profile of the candidate they are seeking in order to provide a

### David Hunter

template against which to assess the individuals.

"McQuaig helps us focus on the potential strengths and weaknesses of individual candidates and signposts areas for exploration through the interview process".

He also values the relationship he has developed with Holst Group Associate Roger Summerfield, who offers an additional level of expertise that Burall is able to call on whenever needed.

He recalls in particular an instance where McQuaig has helped differentiate between candidates who, on the face of it, seemed identically qualified for a single vacancy.

"In one case we were looking for a business manager and we had narrowed the candidates down to two people.



They were both perfectly qualified for the job, and at first glance there was little between them in terms of their McQuaig assessments. We were getting down to gut feel and personal instinct.

"I called Roger and asked him to help us differentiate between the two. He took

**"The track record of McQuaig regarding accuracy and reliability has proved excellent time after time and has outperformed any gut instinct assessments that managers had made from time to time about various individuals".**

**David Hunter**

the McQuaig results from both candidates and from these, was able to tease out some fine distinctions between the two. These proved important, though, and we filled the position accordingly. Since then, that manager has joined the board as a director, so we obviously made the right choice".

"It's all about getting the right people in the right jobs. If you've got the right managers, you're more likely to have a happier workforce. And vice versa. The company dynamic is something that many recruitment processes overlook. They shouldn't - it's vital".

To find out how your organisation can benefit from The McQuaig System please contact:

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