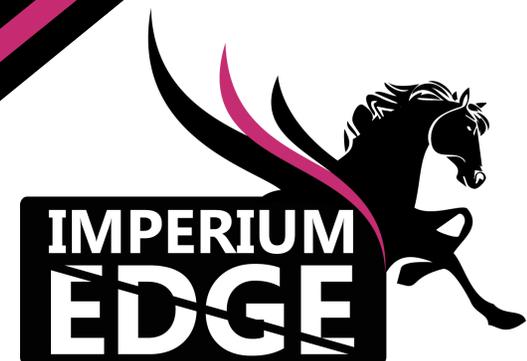


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**Imperium Edge;** Imperium's talent strategy services which are uniquely designed to structure our clients next hire. Over the last decade many companies have struggled to find the perfect hire for their firm's requirements, whether that's due to cultural fit, salary, competition or the tens of other obstacles that may arise within the hiring process. By structuring our additional services to an atomic level of detail, we can give our clients the upper hand or an "Edge" over the competition.

Strategically implemented in line with our client's requirements, not only on the hiring front, but offering our expertise within the market. As consultants, our job does not stop at matching a candidate profile to your job description; we build value into research by continuously market mapping, salary bench-marking and concluding feasibility studies within our niche markets.

Diversifying away from the traditional hire to give you the "Edge"



# Market & Talent Mapping

We value our client's position within the market, striving to give you a clear understanding of the competition and the talent within!

Many of our clients are multinationals with niche, roll-out projects at the forefront of their strategic growth. With this service we look to give you a clear insight into the market landscape and add confidence to potential future projects. Whether this be an existing office, region or an expansion venture into new markets, this service is designed to assist you with your talent and growth decisions.



# What is Market & Talent Mapping?

Market & Talent Mapping utilizes our experienced research teams and extensive network so that we can give our clients a clear and accurate understanding of competing businesses of interest. Within this research we can provide organizational structure of competitors, their target markets and trading model. This comes hand in hand with us being able to understand talent within the industry, product line and regions of operation. With live, bespoke facts and figures, this highlights the key personnel and high achievers within the market.

## How Does this work?

Imperium's highly experienced and dedicated team of researchers can identify key businesses of interest as discussed with our clients. With market intelligence tools and unrivaled understanding of the markets, we are able to provide organisation structures of the agreed businesses, job titles, names, reporting lines and business success of individuals/teams to give our clients the inside "Edge".



# The Knowledge that put power into business decisions!

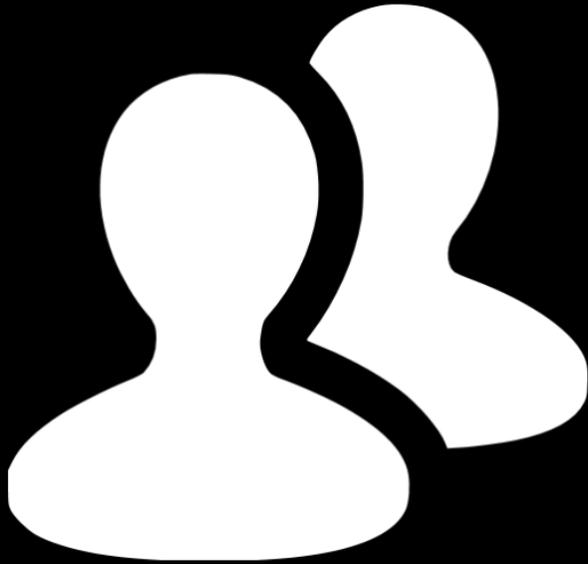
We have concluded many market / talent mapping exercises for repeat clients providing them with the confidence and knowledge needed for them to make the correct decision to alter growth plans.

- Identifying competition within precise product lines across various geographies, giving our clients a true competitive “Edge” on increasing headcount where it matters – ultimately increasing profitability and streamlining business efficiency.
- New Ventures for clients into unknown territory and markets can be a daunting decision at the best of times. Our research can determine existing talent and feasibility within this new market, taking the pressure away from the decision maker.
- With our market mapping and talent services we can assist clients to build a clear understanding into the most effective way to structure their business and teams across various product lines.



# Talent Attraction

Imperium Edge has seen great success in assisting our clients on the route to becoming the employer of choice for specialist candidates in their field. This journey, for many of our clients, starts with marketing and market perception. We value our client's position within the market and strive to be part of their journey, whether this be at the very beginning with a startup company establishing their roots within the market, or expanding Fortune 500 organizations.



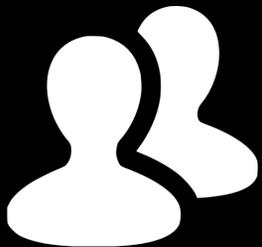
# What is Talent Attraction?

Imperium Edge's in house marketing and research teams, in close collaboration with the business decision makers, asses the company's market profile and perception to competition and market talent. With our uniquely designed market image solution, designed to develop, strengthen and enhance your company image, attracting a fresh pool of talent. We drill down to an atomic level to identify the frank and honest truth behind reasons why talent attraction is not going as anticipated.

## How Does this work?

Imperium “Edge’s” Highly experienced marketing and research teams are specialists at developing complex concepts to incorporate a core message to the market. After consulting with our clients on their target outcome, we establish the main obstacles they may be faced with in hiring in their market sector. This may be struggling with attracting candidates which fit target demographics, culture, and career progression & seniority within the organization. We are then able to use our experience, market insight and specialized tools covering advert templates, marketing material along with candidate engagement packs to improve the attraction potential.

We can also offer a research specific to demographics within our clients industry to identify the areas where they are most likely or needing to improve diversity.



# Become a market leading employer!

Change candidate facing branding to attract fresh talent, eliminating previous market perceptions, to enhance company reputation whilst attracting talent of the highest quality.

- Understanding the culture within your organisation and competing businesses is key; we consult our clients providing precise marketing and research material to attract the highest quality of talent that will match your organisation's culture.
- Targeting relevant groups, teams and demographics to ensure the talent we approach and introduce are relevant. It's imperative that the talent joining the business is able to feel at home from day one to focus on the journey to success.
- After implementing the talent attraction advice, implementing any new marketing or process and putting a refreshed employer brand into market, we assist our clients in improving the companies external perception and retention rate of top talent.



# Salary Benchmarking

Understanding the salary and bonus structures of current employees in relation to competitors and setting in place suitable remuneration structures for new hires/desks can be a large obstacle in the growth and retention rate in the commodities markets. We pride ourselves on working with international entities which at the forefront of their culture is retaining and rewarding employees. With this service we look at assisting our clients in ensuring their current employees are competitively remunerated.

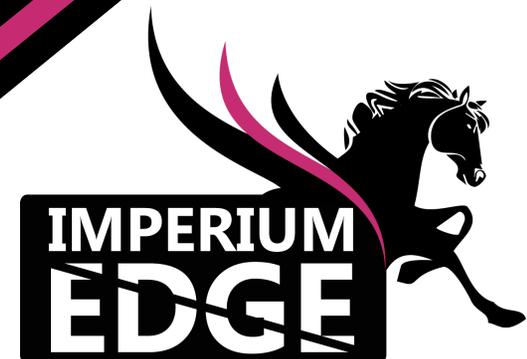


# Understanding Salary Benchmarking

Between our research team and consultants we speak to hundreds of candidates every week and can offer a detailed breakdown of salaries and bonus structures in place at competitors. It's a given within niche markets the happiest employees are those who are rewarded for their hard work and success within the business also those who are correctly remunerated. Even those who start to question their remuneration are those who are starting to question whether they are valued within the business. Whilst it may not be a topic of conversation in the office, it may well be something that comes up the next time a Headhunter reaches out to that individual.

## How Does this work?

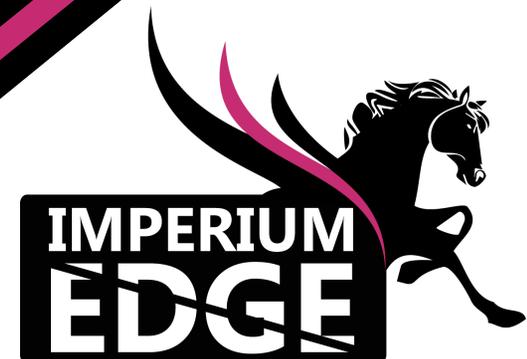
We not only look into the current employees within our clients, but look forward into salary expectations, competitors salaries and salary variances in different geographies. With companies continuously looking to expand into new product lines and regions, we, along with our research teams, can add value by understanding market salaries and giving clarity on the feasibility of the hire.



# The right salaries for the right employees!

Identifying the right salary and bonus structure for the right people is key to retaining a committed and motivated workforce, whilst ensuring that the company's expenditure on remuneration is within a reasonable budget.

- Working closely with our network of candidates to fully understand their salary and bonus structures, whilst building a global portfolio of relevant and up to date information to ensure that for both our clients and candidates, we are presenting the right opportunities for the right salary.
- Assist hiring managers in putting together industry leading and reasonable commission and bonus schemes for their front office team, ensuring longevity of employment.
- Present a detailed listed of salary and bonus information from across the space to our clients to give them a broad but pin-point overview of their niche, ensuring that the information is indepth and detailed enough to allow our clients to make informed and accurate decisions.



**Contact one of our consultants to discuss our Imperium Edge services and we can bespoke a package dependent upon your specific requirements. We don't believe in a 'one size fits all' model of recruitment and don't believe in offering the same service to all of our clients. Your business is unique; so is ours.**





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