



## Case Study

# AGR - Association of Graduate Recruiters

### Background

Founded in 1968, AGR, the Association of Graduate Recruiters, is an independent, not-for-profit organisation dedicated to supporting employers in all aspects of graduate recruitment. AGR represents over 600 organisations that, between them, offer a high proportion of graduate opportunities in the UK.



The AGR Board took the decision to engage Allman Horrocks Consulting to undertake a strategic review of the business to enable the organisation to recognise its future direction, and to seek funding to achieve the Board's vision.

As part of a strategic review of operations Allman Horrocks Consulting identified a need, with the management team, to develop and implement a company-wide business improvement plan to reduce operating costs and improve customer service.

### Project Summary

A structured approach was taken to facilitate the board through the development of a three year strategic plan. During workshops simple decision support tools helped to clarify the rationale of decisions made.

Clear milestones for achieving the objectives of the organisation were set with the most radical to devolve responsibility for developing the association to Task Groups comprising directors, the wider membership and employees of AGR.

### Benefits

AGR has changed the way it communicates with members, an example being the re-vamped, graduate recruitment survey, which is a direct consequence of member feedback. A programme of professional development activities has also been launched together with research looking at the value graduates bring to organisations.

AGR invested in new administrative systems, using the latest technology to create an integrated membership database. This allowed the central team to build up a comprehensive profile for each member and ensure that the expected level of customer service was achieved. In addition, a dedicated membership co-ordinator was appointed to grow membership and improve communication links with existing members.

### Testimonial



*"With the professional support of Allman Horrocks Consulting, we have produced a Business Strategy that will enable us to propel AGR forward towards more success."*

*"In three years time we should have a stronger, more efficient and more influential organisation, fit for the purpose of representing the members' best interests and providing them with a range of services of which we can be justly proud."*

**Carl Gilleard, Chief Executive, AGR**

allman horrocks consulting ltd.

Oxbow Farm, Avon Dassett, Warwickshire CV47 2AQ  
T: +44 (0)1295 690573 | e: [info@ahc.co.uk](mailto:info@ahc.co.uk) | [www.ahc.co.uk](http://www.ahc.co.uk)