

# New look for established player

**I**f you really look closely, most overnight successes took a long time – Steve Jobs, creator of Apple.

As you read the pages of this newspaper or check the recruitment websites you're likely to come across a bold new brand - a stylised blue M above the legend McLaren – Trusted People.

Don't be fooled into thinking this is another new entry into the market, looking to elbow its way into the game. In fact, it's part of a well planned strategy to refresh the brand of an already established player that has been on the scene since the late 1980s.

Peter McLaren started McLaren Associates nearly 25 years ago and it has become a mainstay of the Wellington and national recruitment scene. Now it has a new logo, a new website and last week placed runner up in its category at the Seek Annual Recruitment Awards (SARA) at its first time of entry.

The McLaren team consists of Peter McLaren Managing Director; Kirsty McLaren Operations Manager; Nikki Walshaw Senior Consultant; Laura Stevens Recruitment Co-ordinator and Rachel Beeke Office Administrator.

Kirsty and Nikki, who have extensive backgrounds in the recruitment industry both in NZ and the UK, have driven the brand refresh which has been a work in progress over the past few months, with the aim of bringing a more contemporary feel to the operation. A number of concepts were developed following an extensive client and candidate survey to find out what their perception of the company was and what services they valued.

Kirsty says Trust and Partnership were the two words that kept coming through when clients and candidates were asked what they thought of McLaren.

This ties in with the new look – a stylised M that represents holding or shaking hands – a link to the trust/partnership idea, and 'Trusted People' which speaks for itself. The blue in the logo ties the refreshed look to its predecessor.

Kirsty says Trust works three ways – client's trust McLaren for their recruitment needs from graduate to CEO level, McLaren provides trusted candidates for each role; and the candidates themselves can trust that McLaren will put them in roles with respected companies.

She adds that Partnership means forming close working relationships where the McLaren team really get to know their clients and what makes them tick.

To this end, as well as recruitment, McLaren also offers HR

consultancy services such as job evaluation and position description writing; help with interviewing techniques and advice on Individual Employment Agreements – a helpful addition for companies that may not have a need for full time HR staff of their own.

The company's most powerful point of difference is its boutique size and professional personalised service. Maintaining a stable team builds client trust – they deal time and again with the same person and McLaren offers an end to end recruitment process from the initial online/media ads to the candidate being placed.

Every potential candidate gets recognition of their application and the team provide regular updates throughout the recruitment process. When an appointment is made the team seek feedback from both the client and the candidate to see if there are any areas in which they can improve their service.

Peter says the loyalty and trust McLaren enjoys from its clients has been earned over a long period of time.

The upside of a strong, long established brand like McLaren is plenty of repeat and referral business. But with this also comes a responsibility – the more recognisable your brand, the more people remember

if you don't perform. It's a responsibility Peter and the McLaren team take seriously.

Peter is well known in the industry, an active member of the Rotary Club of Wellington and has worked with many volunteer organisations as Chair and Board Member. He regularly draws on his extensive network of contacts as well to add value to the clients and candidates McLaren works with.

McLaren works across all industry sectors from graduate to CEO and Board level, but is particularly strong in the not for profit, health and education sectors as well as membership organisations.

"We are boutique but nationwide and our size means we can be innovative, adaptable and nimble to assist with hard to place roles", Kirsty says.

Finally, it's not all about recruitment – McLaren is proud to sponsor the Harp section of the NZSO – tickets it receives for events in return for this support often see clients enjoying a good night out!



Still the same trusted people in recruitment, just a fresh new look.

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