

# TRANSFORMATIONAL TALENT

USING THE GC INDEX® TO HELP OPEN NEW AVENUES OF BUSINESS



One organisation that has really demonstrated the ability to flourish and adapt to new circumstances, regardless of how turbulent things get, is Talent Brand. The organisation has used The GC Index® to help drive business despite lockdown, trade restrictions and bans on selling key products.

## THE BACKGROUND

Talent Brand is a South African based talent acquisition company. Its mission is to inspire regenerative practices that place people at the heart of business.

In 2020, the team was profiled by GC Partner 33 Emeralds, using The GC Index®, allowing them to better understand individual contribution and the power of the whole team working together.

Many of the companies that Talent Brand worked with were in the fast moving consumer goods (FMCG) sector. After the pandemic struck, they were forced to circle the wagons and batten down the hatches in order to ride out the storm.

Severe lockdowns in South Africa were compounded by restriction on trade, restrictions on sales of all non-essential goods and an outright ban on alcohol sales.

## HOW THE GC INDEX HELPED

Naturally the impact of all this had a massive effect on the industry, with many of Talent Brand's key clients introducing hiring freezes and refocusing their own efforts on survival.

The devastation that Covid left in its wake forced the company to reinvent itself, quickly, in order to survive. They draw on insights from The GC Index® to help restructure and reinvent the business.



## HOW THE GC INDEX® HELPED CONT...

The turning point came when the company changed direction and took on a campaign to educate essential FMCG workers on Covid-19 and protect South Africa's ongoing food security in the face of the coronavirus crisis. This tied in nicely with Talent Brand's FMCG expertise but did force it to transition into a completely new field of digital animation.

This first campaign was so successful that it propelled Talent Brand into a whole new line of business, one that required a fundamental rethink about the skills and structure required for it to succeed.

A new creative director (a Game Changer) was hired, based in part on The GC Index® insight.

A series of strategy and team building sessions were then put in place to build on what was learned, supported with individual coaching sessions. Talent Brand also spent considerable time on re-discovering the purpose of the business, and the role that each person plays in achieving that.

The teams had embarked on this journey with the express desire to identify how each member made their biggest contribution. They needed to understand how to bring new and creative ideas to the table and to raise awareness of potential risks and blind spots, all whilst not losing the talent acquisition capability that was the heart of its business.



**“THE GC INDEX® HELPED US TO UNDERSTAND WHAT MADE EACH OF US TICK...”**

### THE RESULTS

Talent Brand has successfully transitioned into a digital animation business, developing a whole new suite of service offerings whilst maintaining and strengthening talent acquisition capability.

The new, game changing, creative director has brought in radical new ideas, which are already contributing to the bottom line. The framework has enabled the entire team to work far more effectively with individuals more aware of the positive drivers of their co-workers, and their own blind spots in terms of their working styles.

All of this has resulted in a company that has thrived through the most adverse circumstances. Their spirit of collaboration, agility, and purposeful outcomes will assist them to face whatever the future presents.

“The GC Index helped us to understand what made each of us tick and critically where our gaps were as a team. It was recognising who could make the quickest and most meaningful contributions for survival.

Now exiting out of survival mode, it has been personally transformational to see how we have managed to transform our business for a sustainable future.”

**Jo Watt, MD, Talent Brand**

