



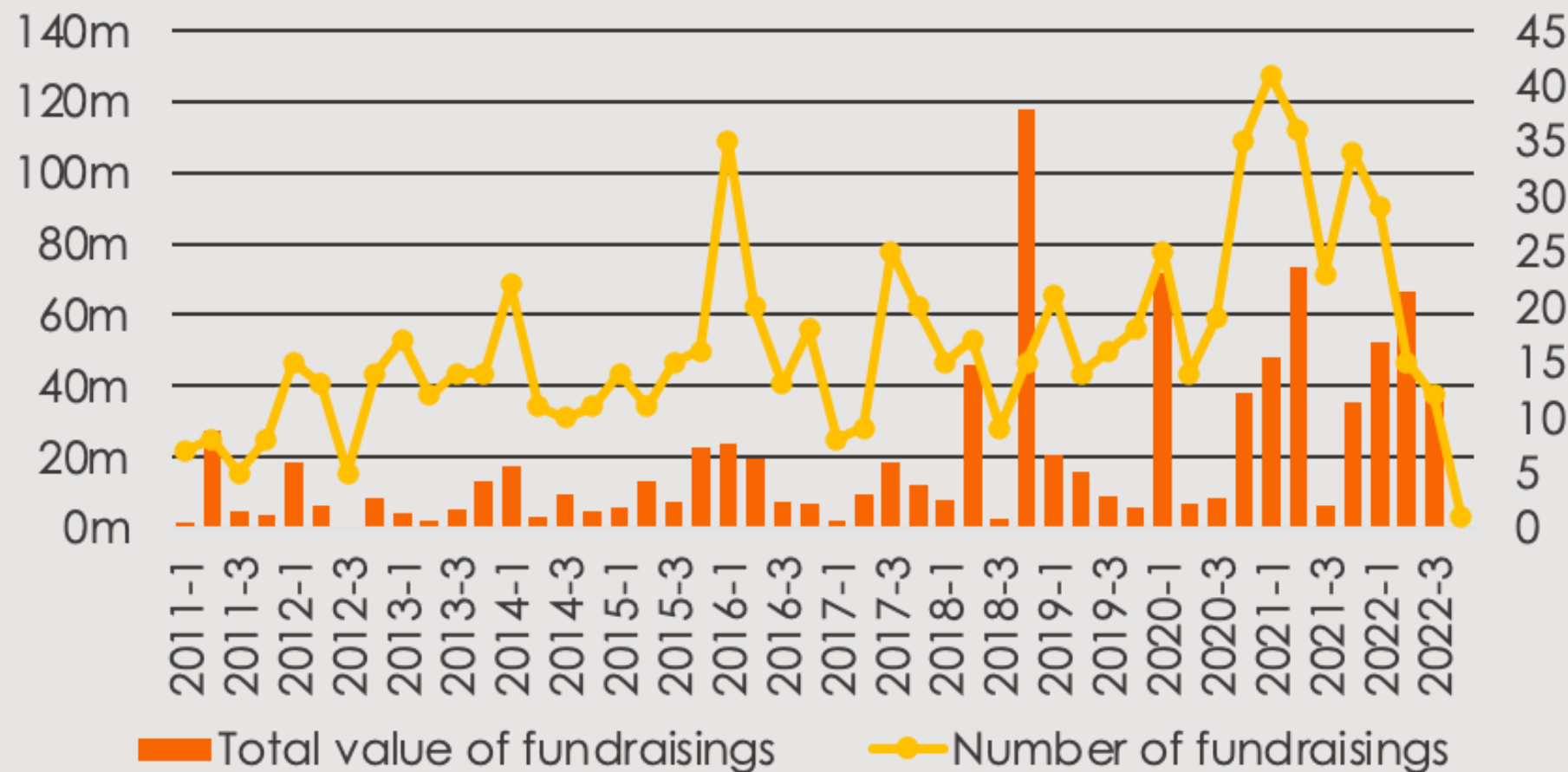
## TALENT MATTERS

HIGH IMPACT EXPERTISE TO BETTER SERVE  
RAPID CHANGE AND TRANSFORMATION

[www.gotogenerator.co.uk](http://www.gotogenerator.co.uk)

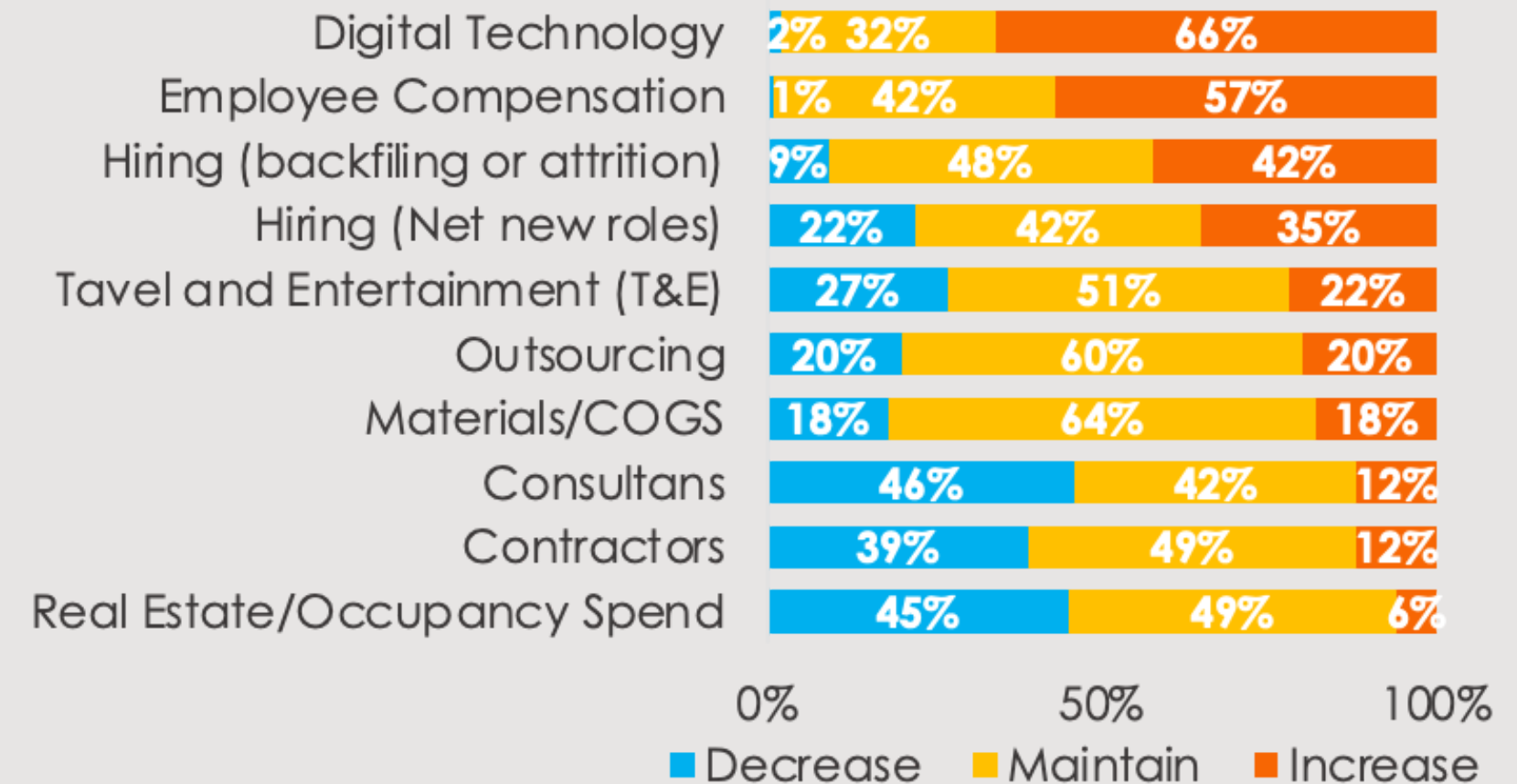
# GOING THROUGH DIGITAL TRANSFORMATION?

- Our research shows there is huge investment in businesses providing Software-as-a-Service (SaaS) products and consulting to clients undergoing digitalisation
- Products and services include analytics, insights, tools, big data, and AI, with a combined £992M invested in this provider sector alone...
- ...with organisation CFOs increasing their digital expenditure budgets by **66%**, employee compensation by **57%**, hiring (backfilling) by **42%** and hiring (for new roles) by **35%**



Source: Beauhurst as of 02 Nov 2022, Gartner 22 Nov 2022

## CFOs Spending in the next 12 months



# GOING BEYOND DATA

- In our experience of dealing with midmarket organisational rapid change and transformation we observe that businesses are over-saturated with data that is not understood, is inaccurate, or not carefully curated, even using state-of-the-art tech, including data quality tools
- This boils down to human error, and we call this the 'dirty data' challenge
- Errors occur because of a lack of experience in identifying what is relevant, and what really matters to achieve the best commercial outcomes
- Getting the right information across silos in the organisation is crucial in any transformation exercise
- But is fixing human errors or catching up with digital transformation your priority?
- In a recent study, Gartner surveyed more than 800 HR leaders across 60 countries, and found that businesses leader and executives are facing triple-squeeze pressures



**Inflation**

**90%**

of CEOs expect it to rise significantly within the next 12 months



**Scarce, expensive talent**

**50%**

of HRDs expect greater talent competition over the next six months



**Global supply constraints**

**48%**

of CFOs believe supply chain volatility and shortages will last beyond 2022

Source: Gartner 2023 HR Priorities survey

# TALENT MATTERS

- Our experience has taught us that talent embodies not only relevant skills and experience, but the foresight and thoughtfulness individuals bring to their organisations
- Having said that, sometimes talent is not easily accessible and the process to find and onboard the right talent for an organisation can take time and requires investment
- So, what is the best solution to source the right talent when time matters and hiring freelancers is no longer cutting it or filling a gap that will help the organisation?

## KEY PRIORITIES FOR HR LEADERS TO ADDRESS

- 1**  **LEADER AND MANAGER EFFECTIVENESS**  
Leaders need a new approach
- 2**  **ORGANISATIONAL DESIGN AND CHANGE MANAGEMENT**  
Change fatigue and work friction are driving attrition
- 3**  **EMPLOYEE EXPERIENCE**  
Compelling careers are critical for retention
- 4**  **RECRUITING**  
Sourcing and onboarding against attrition
- 5**  **FUTURE OF WORK**  
Workforce planning is disconnected from today's reality

Source: Gartner 2023 HR Priorities survey



# SOURCING THE RIGHT TALENT THE GENERATOR WAY

We believe in going direct to expertise to resolve the short-to-medium term business-critical needs.

Our “Generator” approach focuses on bridging the gap between strategy and activities that drive results and return on investment, delivering the best solutions to today’s talent challenges.

Define. Deliver. Fast.

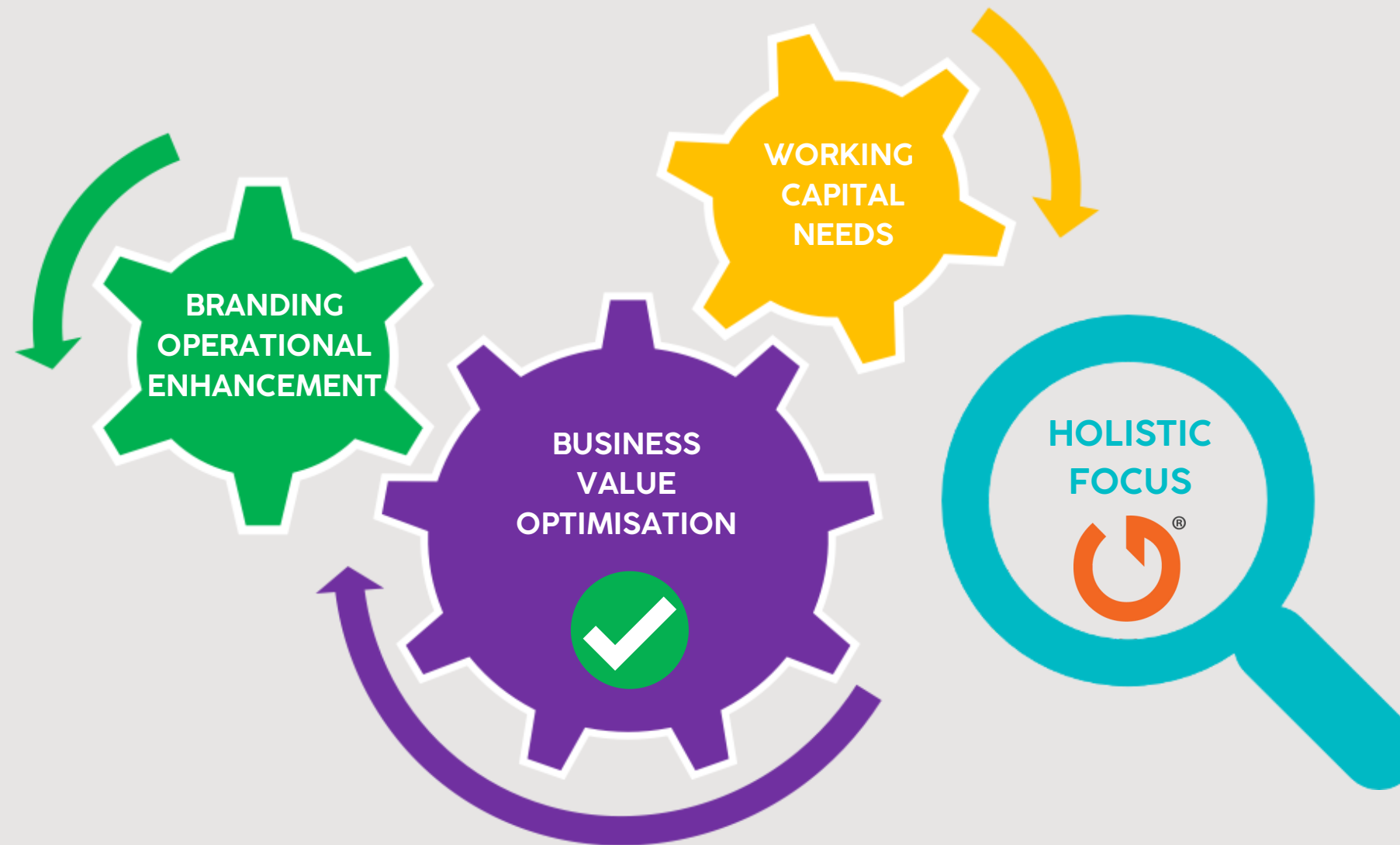
# KEY BENEFITS OF THE GENERATOR APPROACH FOR ORGANISATIONS

- ✓ Generator understands the commercial needs of businesses and we work closely with HR Leaders and Managing Directors to discover and identify the key needs of the business
- ✓ We care about the business and our Generator(s), to ensure strong collaboration and support to deliver client objectives to optimise return for all concerned
- ✓ We are transparent and will not enter into any arrangements until the right Generator(s) has been chosen
- ✓ We work closely with both the business and Generators' projects to monitor performance until the business objectives have been achieved
- ✓ We are honest, accountable and we follow through; our Generators are our ambassadors.



# WHO ARE WE?

- GoTo Generator (aka Generator) comprises multi-function senior specialists who collaborate in teams to deliver value-based outcomes
- We work across the industrials, infrastructure, leisure, services, distribution, supply chain and retail sectors
- 'Generators' work closely with clients to provide commercially-driven solutions
- We deploy fast and effective operational and balance sheet improvements in recovery to high growth situations



# OUR SYSTEMATIC APPROACH TO DELIVERING VALUE

ACHIEVING THE RIGHT COMMERCIAL DECISION-MAKING APPROACH

VALUE-BASED THINKING

INFORMED DELIVERY



**DISCOVERY**  
Deep dive to identify what is possible

**DIAGNOSIS**  
High potential for quick wins, targeting self-funding

**DESIGN**  
Planning for optimisation

**DEVELOPMENT**  
Expanding optimisation

**DELIVERY**  
Implementing the 'optimised possible'

**DEPLOYMENT**  
Rolling out and assuring value delivery

Sustainable New and Valuable Business as Usual (BAU)



We operate an expertise-based model which means the senior specialists who take on projects PLAN, EXECUTE and DELIVER the projects

# OUR SERVICES

Our teamwork makes your organisation work



Business  
Transformation,  
Change and  
Diversification



Business and  
Brand Renewals



Mergers and  
Acquisitions



Sustainability, Net  
Zero and ESG

# END-TO-END SOLUTIONS CAPABILITY



**GENERATOR<sup>®</sup>**  
Business Strategy & Finance

Strategy Design & Delivery  
Sustainable Target Operating Models  
Business Renewal & Restructuring  
Avoidance of Insolvency  
Mergers & Acquisitions  
Finance Transformation



**GENERATOR<sup>®</sup>**  
Brand Strategy & Marketing

Brand Strategy  
Brand Repositioning  
Consumer Insights  
Collateral Design  
Product Innovation  
Product Lifecycle Management



**GENERATOR<sup>®</sup>**  
Sales & Business Development

Commercial Strategy  
New Channel Development  
Customer Retention Interventions  
Sales & Marketing Effectiveness  
Sales Training  
Export



**GENERATOR<sup>®</sup>**  
Operational Performance

Lean Process Improvement  
Operations & Supply Chain  
Warehouse & Logistics  
Working Capital & Cashflow Management  
Demand & Capacity Management  
Management Controls & Reporting



**GENERATOR<sup>®</sup>**  
Organisation Development

Change Planning & Delivery  
Post-merger Integration & TUPE  
Leadership & Engagement Culture  
Environment & People  
Motivation, Coaching & Mentoring  
Legal & Compliance



**GENERATOR<sup>®</sup>**  
Technology & Automation

Strategy & Future Operating Model  
Ideation & Value Discovery  
Systems Analysis & Data Integrity  
Process Optimisation & Automation  
Governance & Maintenance  
Operations Alignment



Great outcomes  
start with a chat

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Generator's Suggested Outline Engagement Approach and  
Industry Focus Presentations are available on request