



Finance &  
Accountancy

# How Yolk can help with your long-term succession plan

**Case Study**



**Lenstec Optical Group is an independent optical company with a leading optical laboratory network of strong partnerships with optical practitioners and major industry manufacturers.**

Since 1983, they have established a reputation for high-quality workmanship and professional services throughout the UK and Europe.

## The Challenge

When our Finance & Accountancy recruitment specialist team started working with Lenstec, their Financial Controller had just left the role.

It was not only our task to find a replacement for this role, but also to find a candidate skilled and reliable enough for a long-term, succession plan for the current Financial Director.

This was a strategic decision of importance, and therefore, the imperativeness of this hire was an added challenge as the right choice had to be made as efficiently and accurately as possible.

### Long-term succession planning

We believe successful long-term succession planning starts with proper recruitment practices.

Also called replacement planning, it ensures that businesses can continue to run smoothly after a key employee retires or leaves the company. It requires finding an adaptable, skilled candidate that would fit just right with the company's ethos and processes, whilst also being able to take up a strong leadership role.

# How we tackled it

Successful succession planning brings many benefits, including higher retention and job satisfaction rates derived from the career progression opportunities, and the reinforcement of the company's values and vision.

Here's how we helped Lenstec achieve that:

## ✔ A bespoke, quality-driven approach

Our team went to the Lenstec offices in Caerphilly to meet the team in person and take the full client brief, as well as to gain more knowledge of the company's culture, needs and expectations. This was important as we run a quality-driven approach, and we tailor our search to the specific needs of each position, which can vary from business to business.

## ✔ Online presence and exclusive talent pools

We then proceeded to start advertising the position and ran a targeted campaign on their behalf through our established social media platforms, notably on our large LinkedIn following of **17k+ followers**. Our industry-leading specialised recruitment team has access to exclusive talent pools and hard to reach candidates, so we are sure to find the right fit for our clients.

## ✔ Feedback and Mediation

Once candidates were submitted, our initial 6 were wittled down to a final two candidates for second interviews. After the second round, we went on-site and provided Lenstec with the feedback provided by candidates.

We then discussed their options by weighing pros and cons and went through any reservations from both parties, ultimately helping the client make a decision.

## Post Placement Care

We usually organise a series of meetings post-placement to ensure everything is working for both parties.

This way we make sure that both parties are happy and that the succession process can be taken over by the company as smoothly as possible.

# Results

6

candidates  
recommended

5

selected for  
the first stage  
of interviews

2

selected for  
the second  
round

1

day for offer  
acceptance

Only 2 weeks to complete the whole process.

Don't just take our word for it.  
Here's what Lenstec said...

"Yolk have provided a first-class, personal service in recruitment, at all levels. Most recently this was with a key position of Financial Controller which was successfully filled within a month of the position becoming available.

Candidates were chosen carefully having listened to our specific requirements. A wide choice was given allowing us to pick the best possible candidate. Arranging to come and see us to discuss the final shortlist and guide us in making our final choice to fill the position was a first for me and indicative of both the professional and personal service provided by Yolk.

I have no hesitation in recommending Yolk based on the high levels of service and the wide choice of suitable candidates put forward."

**Financial Director**



If you'd like to hear more about how  
Yolk Recruitment can help reshape your  
recruitment needs, get in touch.

02920 220 078  
mhowells@yolkrecruitment.com  
yolkrecruitment.com