

# A guide to building your business case: Stage One

Once you've decided that outsourcing your recruitment is the right step for your organisation, you need to develop your business case.

Below is a step by step guide highlighting the areas you should cover when completing your business case.

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# Stick to these simple steps...

## Executive Summary

This is a one pager that will summarise your business case, including key highlights and benefits, as well as any key figures to support your case.

## Organisation Overview

Describe here your organisation's goals and business drivers for the next 12-24 months, including key objectives that would be supported by outsourcing your recruitment.

## Problem and Goal Statements

Highlight current issues in a concise and data-driven problem statement. This should include the impact of the problems on finance, brand and resource over a specific time period.

The goal statement should highlight the proposed improvements, how long it will take to put these in place, and the projected financial benefits.

## ROI Drivers

Identifying the ROI drivers highlights areas that can be improved on to build a more successful financial return. Identifying the weaknesses and strengths of your current recruitment process will help you to pinpoint key ROI drivers. These could include time to hire, risk and compliance, visibility and control, costs, and candidate experience.

## Macro Analysis

A macro analysis lists key factors in the industry that could impact or influence your business plan, for example, the impact of Brexit on the recruitment industry, the impact of IR35, the ongoing skills shortage in specific sectors, the state of the employment market in the UK and the increase in retirement age.

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## Situation Analysis

This area is your opportunity to outline your current recruitment process and delivery. Data is really important in this section to identify aspects such as:

- Time to hire
- Cost of recruitment
- Fulfilment rate
- Diversity and inclusion
- Attrition rate

As well as using data from your current recruitment technology, speak to key stakeholders in your recruitment team and identify their concerns over the existing process.

## Project Scope

This area describes what the project will deliver, outlining the main objectives and activities that will take place to complete the objectives.

## Project Benefits

What are the core benefits of outsourcing your recruitment? Cost savings? Greater transparency in relation to management of your contractor workforce? A more rewarding candidate experience?

## Project Stakeholders and Executive Buy-In

It's important that stakeholder expectations are met throughout the process of choosing a recruitment partner, as well as during the transition and implementation periods. List all project stakeholders, their expectations, and what they're expected to do as part of this project.

## Summary of Desired State

Write an overview covering all the desired outcomes of choosing a recruitment partner. This will further clarify what your organisation is hoping to achieve, and give your recruitment partner more insight into your expectations.

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## Strengths/Dependencies/Constraints

List the strengths of your existing set-up that will help make this project successful; these could cover anything from infrastructure to resources, training, and any other related projects currently in place. Dependencies on other projects should also be listed here, as well as any constraints that could cause delays in implementation.

## Risk

Managing risk is clearly an important part of any project plan. Outline the main business, strategic, operational and project risks, including any contingency plans to mitigate them.

## Critical Success Factors

Define the key criteria that will make this project a success. Use key metrics to clearly identify benchmarks for success.

## Financial Analysis

Outline all costs involved with the project and the expected benefits.

# Building a business case

"The business case is a vital tool to highlight the benefits of partnering with a sole recruitment supplier, and an important opportunity to gain buy in from senior stakeholders in your organisation."

*Melissa Harrison,  
Talent Solutions Director,  
Rullion*



# A guide to building your business case: Stage Two

Once you have compiled key information for your business case, it's important to gain a deeper understanding of your current situation, to help identify the benefits of forging a new recruitment partnership.

Gathering data on your current suppliers and contractors is the starting point. By gathering specific information, you'll be able to identify the pain points in your current process. Who exactly are your current contingent workers, what are their rates, and are the rates consistent? Are you compliant? How many suppliers are you currently using?

Once you have precise data, you can use it to enhance your business case.

Below you'll find a template to help you start gathering this data and answering these questions.

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# Contingent Workers Data Capture Template

In this template, you'll find sections for all the information you need to capture to complete a full audit of your current contingent workers. This includes:

- Contingent worker name
- Job title
- Agency name
- Original start date
- Current assignment start date
- Department
- Location
- Line manager
- Contractual status (PAYE, Ltd, Umb.)
- Pay rate (to worker)
- Pay unit (hourly/daily)
- Employers NI (£)
- Holiday pay (£)
- Pension auto-enrolment (£)
- Apprenticeship levy (£)
- Agency mark-up (£)
- Charge rate



Click here to  
download the  
template

Find out how Rullion can help you complete  
an audit of your current contingent workers  
with *xplor*.

[Find out more >](#)



# About Rullion

We exist to unlock the potential in all of us, by creating products, services and experiences that help make the world of work more fun and fulfilling.

We're committed to evolving with our clients, priding ourselves on being the trusted partner of some of the UK's best-known brands.

## Managed Solutions

100% retention of our clients with an "excellent" NPS rating

## Staffing Solutions

Average tenure of our 175 recruitment professionals is six years

## Talent Consultancy

Multi-award winning innovative talent solution service

## myRecruiter

Flexible recruitment technology

For more information about Rullion and our outsourcing solutions, get in touch:

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