

A background image showing a group of people in an office setting, smiling and clapping their hands.

CASE STUDY

The Impact of Hiring: Making the Wrong Hire Can Cost You

BACKGROUND

A small but thriving construction company was overwhelmed by rapid growth. It's a good problem to have until faced with no one to manage the work. Pressed for time, the team relied on traditional, contingent recruiters to find the perfect new team members on paper. After the first bad hire cost them \$20,000 in recruiting fees, plus lost time, and onboarding costs, they realized their traditional recruiter wasn't delivering the right fit for their business. The company owners, like many, were stretched thin managing sales, estimates, and projects, and knew they couldn't hit their growth targets without the right hires.

CHALLENGE

The company needed skilled candidates who also matched their core values and culture—critical after their recent growth. As a smaller firm, they wanted to hire people that would naturally fit into the ebb and flow of how they did business and could not risk another bad fit. With no time to recruit themselves and unwilling to return to a traditional contingent model that had already failed, they sought a better solution.

Need:

- To hire multiple roles across different regions of the U.S., including Superintendents, Project Managers, and Sales Managers.
- Find experienced candidates who match both skill requirements and core values.
- Use a recruitment process that wouldn't drain the budget, time, or resources.

AT A GLANCE

A small construction company, struggling with rapid growth and a costly bad hire, turned to Cherry Talent Group to revamp job descriptions, align recruitment with core values and culture, and implement a targeted hiring strategy to fill key roles quickly.

RESULTS

46% reduction in recruiting costs



Suman Cherry, CEO



SOLUTION

Cherry Talent Group took a tailored approach to solve their hiring issues. First, we revamped their job descriptions to attract candidates who understood the roles and responsibilities. We then held a deep consultation to grasp their core values and company culture. Understanding the skills needed, we launched a targeted recruiting strategy.

- We **revamped job descriptions** to clearly define each role's responsibilities, attracting candidates who were well-prepared for the demands of the business.
- A **deep culture consultation** revealed the need for self-sufficient leaders who could wear multiple hats.
- Our **targeted recruiting strategy** focused on both active and passive candidates, including top talent from key competitors, to find the perfect fit.



We had our corporate retreat this week, and everyone was there. It was truly exciting to look around the table and see the talented, smart, and capable people we brought on last year. None of this would have been possible without you. You've been such a valuable partner to our team.

RESULTS

In just six months, the company hired six top candidates, investing \$65,000—far less than the \$120,000+ a traditional recruiter would have cost. More importantly, the process was quicker and more efficient, allowing them to fill key roles without compromising on quality.

Hired:

- 2 Superintendents
- 2 Project Managers
- 2 Sales Managers

More importantly, failing to fill these crucial roles would have harmed the company's growth, damaging its reputation and the quality it was known for. Partnering with Cherry Talent Group helped the company expand into new markets, freeing the owners to focus on growth instead of daily operations and ultimately growing the business. With strong leadership in place, they streamlined operations and executed projects more efficiently. This success shows how aligning recruitment with core values drives sustainable growth and major cost savings.



Suman Cherry, CEO