

# Case study

ROYAL  
ACADEMY  
OF  
MUSIC

## The Challenge

The Royal Academy's goal was twofold:

The first was to embed a new framework across the Academy when it came to recruitment and selection with an emphasis on equitable and objective hiring practices aligned to their HRIS and new Policy implementation.

The second was the need to hire strategically for their expert HR team to ensure their offering remained robust due to new programmes coming through and an increase in BAU work.

To enable change and recognising the value of expert partnership in this transformation, the Academy sought a specialist to deliver comprehensive training and facilitation to their diverse Leadership and management team.



# How did Thrivehub.works help?



## Training

Thrivehub.works partnered closely with the Royal Academy of Music's HR Leadership, conducting in-depth discovery sessions to fully understand their priorities and challenges. This collaboration allowed us to design and deliver a bespoke training package, adapted from our existing modules. The training was rolled out over three months in small, face-to-face group sessions.



## Recruitment

Leveraging our extensive network and deep experience within the HR function, we launched a meticulous talent acquisition process for two new HR Partner roles. This involved in-depth briefing sessions to define specific requirements and strategic impact, followed by designing a robust, objective selection process. We then conducted over **80** virtual interviews for extensive screening, ensuring ideal candidates aligned with the Academy's values and needs.

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## Outcomes

**100%** attendance rate across all sessions, demonstrating high engagement and commitment from the Royal Academy of Music.

**97%** feedback satisfaction, highlighting the effectiveness, relevance, and quality of Thrivehub's training delivery.

The rigorous process culminated in the successful appointments of two exceptional individuals, both of whom enthusiastically accepted their offers. They have since seamlessly integrated into the Royal Academy of Music's team, significantly enhancing their HR capabilities and contributing to the institution's ongoing success.





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Talent: Amplified

“As an HR Director, finding a partner who truly understands the nuances of both talent acquisition and professional development is crucial. I have a strong team, and when it came to rolling out new training initiatives and recruiting for key roles, I needed someone not only experienced but also capable of managing diverse stakeholders and upholding the highest standards. Helen was the first person who came to mind.

Her expertise shone through immediately. The feedback from the training she delivered was exceptional, and we aim to quantify its success through improved attrition rates and better performance in role. What truly set Helen apart was her approach to engaging our new team members. Her expert knowledge of the HR field made the entire onboarding process smoother and more effective, making a significant difference to their integration and success. Helen is a credible, experienced, and highly valuable partner.

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HR Director, Royal Academy of Music



# Case study



## The Challenge

With the growing amount of content being consumed globally, Deluxe found their workload increasing due to the heightened demand for both new and back catalog streaming.

Deluxe were instrumental in supporting the rapid expansion of Disney+ and were providing localisation services to other content providers such as Netflix. With the cinema space also evolving, an increase in mastering and distribution services were also required.

This meant they had an amplified demand on their current workforce across the organisation. They were looking to increase headcount exponentially, promptly and above all with quality and consideration in hiring the best people.



# How did Thrivehub.works help?



## Training

Following discovery sessions, the team provided interview guidance and preparation to the hiring managers, ensuring a fair and consistent interview process.

With direct support, managers were trained on their CV selection, interview techniques and support to meet their growth targets ensuring client service levels were maintained and colleagues were successful in role through first in class onboarding.



## Recruitment

Utilising the MoSCoW Method, we partnered with Directors to identify and prioritise essential hires, enabling rapid delivery for their clients' localisation requirements. Once these priorities were defined, we successfully onboarded 19 new permanent hires within a three-month period across the business. Our comprehensive understanding of the market allowed us to source these individuals through a combination of professional networks, targeted advertising, direct headhunting, and strategic marketing campaigns.

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## Outcomes

We developed a targeted hiring strategy, working with internal hiring teams to onboard 19 permanent employees. These individuals were essential for Deluxe's ongoing success and ability to deliver at an accelerated rate. 18 of these hires have been retained and have progressed within the business, fostering a highly productive workforce and diminishing the need for future external recruitment.

Following the stabilisation of the business's recruitment needs, we strategically enhanced the existing HR team. This involved the recruitment of an experienced HR Business Partner and an internal Talent Acquisition team, ensuring sustained success. With these critical hires in place, we then transitioned to providing contingent support to the business as required .



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Talent: Amplified

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Helen is experienced in our industry and understands our challenges and opportunities to directly make a positive impact to our recruitment.

When we were looking to recruit rapidly, Helen was our first call. She has a straightforward working approach and partners with our hiring managers and leadership team exceptionally well.

She provides support, but also challenges thought processes where required to reach a positive outcome. We trust Helen to manage candidate expectations and keep them updated through the process, giving a positive candidate experience which reflects well for our brand. She will always share if there is something outside of her remit and recommends other channels to explore, as well as coming up with efficient solutions for us. A true Partner to our organisation.

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HR Director, Deluxe Entertainment Services

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