



# Identifying Ambition & Creating Better Deals

Connecting you with the best in Law, Accountancy  
& Wealth Management markets.



Changing Lives &  
Businesses for the Better.



## Our Mission... Paving the Way

Operating since 2004 under the guidance of Founder and Managing Director, Colin White, Ortus Group is best known for its work in the legal sector, but our universe has expanded substantially into the wider professional services markets. Specialising in senior executive search projects, exit strategies for businesses and individuals, succession planning and business brokerage, Ortus Group can help most professionals achieve their next business goals from building departments to succession planning and turning around under-performing departments.



**Colin White**  
Founder & Managing  
Director



**Dan Sill**  
Head of Legal Executive  
Search Team

Aside from originating and brokering mergers for firms all over the UK, other notable projects have seen Colin assemble a top tier aviation finance practice from scratch as well as bring over £7m fees to just one client through lateral hires.

Dan Sill joined Ortus Group in 2016 and has since gone on to make a mark in executive search, particularly applying his skills to the legal sector. Today, Dan heads up the Legal Search Division and supervises other fee earners in the executive search team. Projects he has completed include partners and heads of departments in firms around the UK with disciplines as varied as Corporate, Private Client and Employment law. He too has been instrumental in bringing a huge amount of fees into our clients and has a very well-developed network.

Ortus Group's proposition is based upon how we research, identify, originate and negotiate partner moves utilising our methodology and intellectual property developed over 20 years. Rather than relying on the more common method of originating people from an active marketplace, we instead take a detailed brief to enable the creation of a target list of 'ideal people who are much more likely to succeed in achieving your business goals rather than simply hoping the active movers will be a good enough fit. We identify and engage passive targets in addition to those more active in the market to ensure you as the hiring party can be confident in the deal we reach being the best one possible rather than simply hiring the best of those you can find actively moving in the market.



# Explore Ortus Group... What We Can Do For You

Our objective is to help our clients achieve their business goals and strengthen their client offering through securing the best people to help with the journey. Improved lateral hiring decisions drives turnover and profitability as well as protecting your existing client base and better current performers.

Executive search leads to more successful hiring decisions and consequently saves money because of the costs associated with getting it wrong. It is estimated that a poor lateral hire can cost up to four times their annual remuneration when considering all associated costs and opportunity benefit missed, not to mention the return to square one after the error has been admitted and dealt with.

Working with Ortus Group as your sounding board, facilitator and critical friend on your side, you can:

- Access a much wider market with all relevant targets being investigated whether or not they are actively seeking change. This gives you confidence in the deal you do being the best possible, not just relying on hoping to be the one to attract the best person actively interviewing with your competitors as well.
- Review of all findings with us to agree which opportunities to explore in detail before your name or your company's name is disclosed. This means absolute confidentiality throughout the preliminary research and engagement phase which protects your position and competitive advantage.
- Know that Ortus Group is researching and engaging a larger market than you could ever reach alone, so chances of success are higher.
- A skilled team doing the leg work as well as producing a small number of reliable outcomes rather than a huge unqualified list, which means your time and attention is not taken unnecessarily from your department, clients and fee generation.



We understand the challenges to overcome and the time investment required to identify and attract the best people and businesses in the professional services market. Ortus Group will introduce you only to the best of both who will help you achieve your goals, be that tooling up for sale/merger, developing a new department, succession planning or defending an impending departure.

**Colin White**  
Founder & Managing Director

## Our Expertise

- Reviewing the objectives of hiring to enable us to profile the ideal person and target our research effectively;
- Drafting a thorough project brief detailing the purpose of the project, key aspects any prospective hire will need to know in the preliminary stage as well as uncovering the most important factors that will be required to attract the best people;
- Researching the market to identify both active and below the radar opportunities, before filtering and creating a shortlist of qualified prospects to give you the best possible choices;
- In depth interviewing to discover the suitability of expertise, motivations and ambitions as well as equipping you with the information required to attract those people you wish to hire;
- Working with you and the preferred candidates to build and develop a strong business plan that will pass muster when presented to your board for approval.
- Supporting you throughout the entire process to maximise the chances of a successful outcome;
- Supporting the individuals through an emotionally charged process by ensuring objectivity is retained and decisions are made for the right reasons from negotiating the terms of an offer through to counselling the resignation and likely counter-offer situation;
- Most importantly, securing results for our clients in a notoriously fickle marketplace.





Ortus Group Strives  
to Work Well for Others.

An Effective Search  
Strategy is  
**Essential**  
to Ensure you Hire the  
**Very Best.**



Your business' success depends on the quality of people you hire.

The quality of people you hire depends on the range of people you attract.

The range of people you attract depends on how you engage with the talent pool.

# Why Ortus Group... Unlocking Your Potential

- Director with in excess of 20 years' experience of the legal market and a team trained in market leading executive search techniques.
- Assessment of the project in such a way as we can identify the key opportunities to attract motivated individuals as well as problems likely to need mitigation.
- Preparation of a detailed project brief, putting your opportunity and business in its best light.
- Unique methodology to get in front of passive movers as well as those known to be in the market.
- Dealing with both passive and active parties means we can screen all interested parties to establish the best opportunities for you, without identifying you, or your business.
- Skilled negotiators can help make sure the best value is achieved in any deal reached.
- Our network of funders can assist buyers in sourcing sufficient funds to complete particularly expensive deals.
- We do the vast majority of the leg work for you throughout the whole process meaning your time is only taken when absolutely necessary, protecting your department and client time.
- We have developed countless business plans with lateral hires and will encourage early thinking about business case as well as supporting the preparation of a meaningful document to support the hiring decision.
- Regular assessment of benefits and concerns to make sure a deal completes or closes for the right reasons rather than a misunderstanding.
- Constant support by telephone whenever you need to talk through your concerns.





# The Process...

# Finding Your Next Lateral Hire

01

## Preparation & Packaging

Agree your objectives, your expectations and assess marketability of the opportunity.

02

## Research

Brief the research team to identify and deliver a long list of people who appear suited to the project.

03

## Marketing

Initial approaches made to all targets where the key selling points of the opportunity are articulated together with initial qualification of the targets.

05

## Negotiating the Deal

Thorough briefing and de-briefing of all parties through the process to enable confidence in making the right decision for the right reasons as well as getting the financial terms right first time.

04

## Target Qualification & Screening

In depth head-hunt interviews undertaken to explore motivation, expertise and suitability before preparing a detailed profile to support you on your interactions with the target.

07

## Counselling

Supporting the target from the initial head-hunt interview through to start date on dealing with clients, line managers, resignation and the counter-offer to maximise the chances of a successful transition.

06

## Business Planning

Assisting the target in building a business plan early on reduces the risk of any proposed lateral hire being rejected at board level.

**Start Date!**



# Ensuring Value for You, Your Clients & Your Team.

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