

Wharton-Smith Construction Group



Challenge

Augment Wharton-Smith's capabilities of its existing team with specific project-oriented skill sets to grow its portfolio, both in terms of project diversity and number of projects

Solution

Enlisted Kaye/Bassman International Corporation to serve as a strategic staffing partner providing market intelligence and guidance to identify, attract, evaluate and acquire candidates with specialized large commercial project expertise

Results

Experiencing record growth by taking on larger public projects and pursuing higher profile commercial projects that expand Wharton-Smith's project portfolio and strengthen its brand recognition



“The fact that Kaye/Bassman executes perfectly on search and recruiting is a given because of their excellent process.”

Darin Crafton
Vice President
Commercial Division
Wharton-Smith

Company

Wharton-Smith's culture and reputation is based on its commitment to serving people and making a positive impact on communities. For more than 30 years Wharton-Smith has been the well-respected construction company behind community facilities and recreational sites. From schools and city hall buildings to water treatment plants and water parks, the common theme running through every Wharton-Smith project is a focus on enhancing the lives of those using the space.

The leaders at Wharton-Smith understand that it takes people with the right talent, skills and experience to create places that become lasting landmarks and vibrant destinations. That's why the Florida company cultivates a people-focused culture that attracts professionals dedicated to doing their best work in service of others. The company strives to be the construction organization of choice not only for their clients and communities, but also for their employees.

Kaye/Bassman Helps Wharton-Smith's Expansion Strategy

"What really sets Kaye/Bassman apart is the strong relationships they form with clients. It smooths over potentially difficult situations and keeps everything moving forward."

Darin Crafton
Vice President
Commercial Division
Wharton-Smith

ABOUT KAYE/BASSMAN

Kaye/Bassman was founded in 1981 with the mission to positively impact companies and enhance careers by providing the finest in professional, executive, technical & scientific search.



Kaye/Bassman International, Corp.
6860 Dallas Parkway Suite 300
Plano, TX 75024
972.931.5242
www.kbic.com

Challenge

Wharton-Smith has a well-established reputation as the preferred builder for public projects, and the company recognizes an opportunity to expand brand recognition to a wider audience and a wider range of project types. In particular, Wharton-Smith wants to strengthen its position as a leading builder of commercial properties in addition to public facilities.

In order to accomplish this, the Wharton-Smith leadership team has developed an aggressive business growth strategy. Yet, their goals involve more than rapid expansion. Their objectives encompass maintaining the rich culture that helps differentiate the company from the competition.

"Retaining our small-company focus on people, values and integrity even as we operate on a larger scale is important to us," Crafton emphasizes. The success of this strategy depends on recruiting executives and contributors with a unique combination of large company, big project experience and traits compatible with Wharton-Smith's culture, including agility, camaraderie and a commitment to service. Another important requirement is finding candidates with flexible skills that span contributing to existing public projects and stepping into new commercial projects as the organization grows in size and scope.

Solution

Wharton-Smith has enlisted the help of Kaye/Bassman to bring on the right talent capable of driving the company's growth. "They have helped us develop a hiring strategy aligned with our growth plans," shares Crafton. "Kaye/Bassman provides insightful guidance on the team composition and the candidate traits required to make our vision a reality."

Kaye/Bassman works closely with Crafton to shape effective teams with public and commercial building expertise. "Kaye/Bassman knows exactly what we need," Crafton says. "I can share a brief description of what we're looking for and they immediately understand the skill sets, expertise, background and even intangible nuances it takes to successfully achieve what we want to accomplish."

Utilizing their proven *Client Focused Search*[™] and *Market Mastery* approaches, Kaye/Bassman draws on their knowledge of the industry, the region, the projects and the leading talent in a particular field. They identify, attract, carefully evaluate and assist Wharton-Smith in acquiring the candidates who will fit into Wharton-Smith's culture and contribute to their growth strategy.

Results

Wharton-Smith's relationship with Kaye/Bassman has exceeded expectations with a high success rate. Ninety percent of the candidates presented for consideration are hired by Wharton-Smith. "I know that by the time a candidate reaches us, they are a strong contender. Kaye/Bassman spends the time to get it right, and this frees up my time to focus on my core responsibilities and growing the commercial division," Crafton explains.

In less than a year, Wharton-Smith has expanded its commercial business unit to nearly half of its portfolio. The company has added a significant number of new, long-term projects to its roster and expects to continue this impressive rate of growth.

Kaye/Bassman's accelerated, targeted search and recruiting activities have resulted in an added benefit - heightened brand recognition for Wharton-Smith. As the company is awarded higher profile projects in both the public and private sectors, it is gaining a stronger brand reputation, creating a virtuous cycle of attracting leading talent and more projects.

The most important indicator of success is the fact that Wharton-Smith's ambitious expansion strategy is progressing according to their plan. "We are right on track with our growth targets," Crafton concludes.