



INVESTMENT PARTNERING

We see our relationships with both our candidates and clients as investment partnerships, as opposed to random once-off opportunities. We seek candidates we and our clients can invest in long-term - and equally we seek opportunities for candidates that will represent an appropriate context for them to invest their best value.

At **Enshrine** we view our candidates as esteemed partners. This means that as one of our **Enshrine** portfolio of excellence candidates your career becomes our business. It is a business we take very seriously because we recognise the potential that exists in a mutually beneficial relationship - not only for you and us - but for the economy and the wealth of Africa and the world.

In fulfilling our proposed role as career strategists, we believe that streamlining and economising the process of recruitment, and co-navigating career trajectories, will allow us to make a contribution we are uniquely situated to make. Organised, well-managed employment pathways, forecasting, the co-creation of custom designed positions to match the specific candidate and team requirements - are in our view ways of reducing unnecessary costs and energetic expenditures. This means increased productivity, value added and value returned for all involved.

We strive to ensure the highest quality of organisation or company in which to invest the skills and abilities of our candidates. We only partner organisations and companies that will provide our candidates with an environment and atmosphere that will enable them to thrive and evolve into their full potential. Our preferred choice of employers are those willing to invest in quality candidates - even custom designing and creating positions when necessary - to ensure that they obtain the best person for their organisation. In the same way we strive to ensure that our industry partners are guaranteed access to high quality candidates.

We are not ashamed of our exclusivity when it comes to the partnerships we initiate. Our selection process is designed to economise and streamline our value offer to clients and candidates and so we align ourselves with those who resonate most acutely with our vision and values. This means we are able to devote more time and energy to our partnerships - as opposed to spreading our value too thin.

At Enshrine we seek leaders in both our candidate and client selection processes, for it is at the level of leadership where we feel there is most benefit to be contributed.



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MEANINGFUL RELATIONSHIPS

The time, resources and energy we invest in our candidate and client partnerships, through honest, clear and transparent communication, guidance and mentoring - is in our view an investment we are making in Africa as a whole.

In order to service our clients' needs, it is important that we are able to establish a meaningful relationship with you, our candidate - because it is only in truly getting to know your needs that we can appropriately provide service. Insight into who you are - what makes you tick, what your natural affinities and passions are, what makes you unique and special - gives us the opportunity to determine your compatibility with a certain context, organisation, company or team we service as consultants.

We are not simply interested in finding a position your CV says you can fill, we are interested in finding you a position which will allow you to add the most value you can; a position you dream of filling. It is our firm belief at Enshrine that a key to a flourishing economy lies in empowering people to deliver the best they can and to provide the right contexts and conditions in which this might occur. In order to achieve this it becomes important for us to partner our candidates more closely through developing lasting and meaningful relationships. Through the mechanisms of mentorship and guidance we endeavour to co-create strategies with you - strategies that have opportunities for future growth built into them - strategies that suit your nature and your purpose in life.

Meaningful relationships are those where the value add is a two way process of fair exchange. At **Enshrine** we consider the financial aspect of exchange as important - but the success of our relationship with you is dependent on many more factors, some of which are possibly even more important. Our competence in servicing your employment needs, as they evolve together with your career trajectory, can be stretched as far as you like - but this is dependent on your investment in yourself and in our collaboration. It takes two to tango. The degree of time and energy you invest in the processes we employ to understand your needs and what makes you special - will be reflected in results. Our value offer to you is that we will always strive to do our utmost to ensure the realisation of employment that benefits both your personal and financial needs in alignment with your personal sense of purpose. The more closely you allow us to walk the path with you, the better we are placed to add value to you and your current and future employers. What you are willing to put in to our processes will always be energy worth investing, as it will determine in large part what you get out of our relationship with you.

As career co-navigators we strive to develop a significant relationship of quality with you that will allow us to grow with your evolving needs, self knowledge and expanding skill-set - to make sure we keep abreast of your development.



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NATURAL FLOW

At Enshrine we are convinced that if everyone was given the opportunity to do what they love doing, and had the opportunity to do it, we would naturally tend towards an empowered society.

For us, passion is the key to agency, productivity and pro-activity. Without a space to express our passions we become apathetic. Instead of gathering energy we exhaust it. Without the opportunity to do what we love we become a burden rather than a change-agent.

Our heart-head hunting approach to recruitment - being more intuitive by nature - means that we see relationship and trust as core components of a healthy partnership. It is well known that recruitment often incurs a negative image because of the lack of transparency involved in core processes. Generic approaches and competition to achieve the highest turnover of placements can often mean that clients or candidates get left out of the loop on key decisions. At **Enshrine** we strive to become an interface for developing direct and clear channels of honest and transparent communication between candidate and client. Secrecy and confidentiality is not the same thing. Confidentiality is a necessary component of any relationship built on trust; secrecy however, implies deliberate withholding of information. Carefully structured and managed career pathways means that career movements can be mapped in advance and so they can be openly shared between candidates and clients. It is our understanding that this transparency and foresight will streamline and economise the recruitment process for all involved.

Rather than simply treating you as a walking, talking CV looking for somewhere to be filed away, we see you as a whole person living a meaningful life, looking to add the most value you possibly can through who you are and what you do. Our heart-head hunting approach seeks to bridge the divide between thoughts and

feelings, between your CV (as a collection of concepts about you), and your life experience (who you actually are). To us, recruitment is a matter of cultivating and establishing the right connective pathways and relationships between people (human beings - not institutions and CV's), and so our sense is that the more we know about you the person - the better we can service both your needs and those of our client partners.



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CAREER RE-ENGINEERING

'Living to work' versus 'working to live': the distinction might not seem that significant - but even a shift in attitude of one degree - can change everything. Satisfaction and fulfilment in career has much to do with a two-way flow of energy, investment and return. Meaningful employ is thus largely a matter of value.

- Firstly, our work should be important or valuable to us, not only because it is a means to a livelihood, but more importantly because it serves our sense of purpose in life; it is a reinforcing of the values to which we ascribe. Seeing your employer as your partner rather than your 'owner' creates the necessary attitude upon which to build healthy relationships and career strategies. The work you do is the contribution you make to yourself, your employer and by extension society as a whole.

- Secondly, the workplace is where we seek recognition of the true value only we can bring. So, our work is a way of expressing our value and a means to achieving a feeling of being needed, appreciated and recognised for our efforts. Feeling that our efforts are making a difference is an important part of what it means to be a productive member of society.

Very often career moves are motivated by a deep sense of being undervalued. When we don't feel appropriately valued for the contribution we make, we might seek to remedy this by becoming obsessed with achievements and results; or seeking to be paid more and more in recompense for the lack of fulfilment our work brings us.

Conversely, when we are passionate about what we do, and our work allows us to express this appropriately, our enjoyment brings the necessary balance to the equation.

Career moves that are reactively based on dissatisfaction are seldom appropriate. It is far wiser to plan career moves based on desire and passion. When you are in the right place to manifest your natural flow, your work brings you satisfaction, and thus cultivating loyalty for your employer (employment partner) is easy - it arises naturally from your commitment and passion for what you do. Responsibility to your work begins with responsibility to yourself. Loyalty to your employer begins with loyalty to your personal purpose.

As career strategists we endeavour to assist you with re-engineering and co-navigating your career pathway. We begin with identifying your personal purpose, we create a strategy for realising it, and then we walk the path with you - collaborating at critical moments with you in order to ensure that your career movements are consistent and co-ordinated. It is our goal to create movements that are economical and efficient, with minimal emotional and financial disruption for both you and your future or current employer.

Career partnering is a long-term investment. While most recruitment companies function at the interface of critical moments, dealing with the fallout owing to ineffective communication, lack of career planning - and generally making 'on-the-spot' placements - we envision a more consistent and even pace throughout our collaboration. This means that, having developed a long-term career trajectory and strategy, we retain and maintain contact with you between movements, offering mentorship and guidance in order to ensure you are well-prepared for the next step, whatever it is, and whenever it might be. During these 'fallow' periods we will strive to motivate and encourage you to attain the necessary experience - and further qualifications if necessary - in order to make the next move of your career journey. We will also have the time to source excellent opportunities for you or create something



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