



STEVE BROWN, MANAGING DIRECTOR
EURO PROJECTS RECRUITMENT

“ MOTIVATIONAL MAPS ARE AN EXTREMELY USEFUL TOOL IN THEIR OWN RIGHT, BUT IN THE HANDS OF CASSANDRA ANDREWS – THAT’S WHERE THE MAGIC HAPPENS! ”

We are Euro Projects Recruitment – executive, professional and technical recruitment specialists, operating across advanced engineering and manufacturing sectors such as medical devices, automotive, aerospace, automation, rail and defence. We believe our business purpose is to save souls as being the wrong person in the wrong job can be soul-destroying. We aim to match our candidate's personality and values to the right opportunity where they will fit in and thrive, with outstanding results.

As a business that focusses on continuous improvement – Euro Projects never stands still. When I see a tool that will improve the way we work, I want to try it. As we continue to grow, we have changed parts of our business model around, including who and how we recruit for ourselves. In addition, we are aiming to grow our team of twenty by 50% in the next twelve months.

Cassandra and I both understand how psychological and behavioural profiling can add value to a business. Motivational Maps is a tool that ensures not only the right people are in the right job, but also that their values and culture match too.

Motivational Maps are now part of our business tool kit. We have mapped our 20 existing staff to understand their key motivators, including why they come to work, what they like about the business and why they choose to stay. This information is instrumental in retaining them as we expand as we don't want to lose valuable members of our team as we grow.

Using Motivational Maps has helped us restructure our remuneration process with more confidence. Some of our people are not as motivated by money as might be assumed; instead, their key drivers are around purpose and stability. With Cassandra's help, we now understand what drives our people at a far deeper level and have used her maps to tailor reward packages for them.

**ABOUT EURO
PROJECTS
RECRUITMENT**

**MOTIVATIONAL MAPS
ARE AN ESSENTIAL
TOOL FOR BUSINESS
GROWTH**

**CASSANDRA HAS
HELPED ME ENGAGE
WITH OUR PEOPLE AT
A DEEPER LEVEL**

Cassandra Andrews

PUT SOME FIZZ IN THE BIZ.



We also see the benefits of using Motivational Maps when hiring potential new employees. With a small investment in time and money, we can quickly understand if they are right for our company, our team and our culture. We can see what makes them tick and how best to connect with and reward them successfully.

Motivational Maps are an extremely useful tool in their own right, but in the hands of Cassandra Andrews – that's where the magic happens! I call it the 'Cassandra Factor'. Her passion, pragmatism and enthusiasm for interpreting the results and making them come alive for each person is what it's all about.

We are in the business of saving souls. We don't make placements – we help give a person the opportunity to regain their pride, energy and purpose. Understanding what motivates them is key to engaging them on their journey.

I have seen a lot of world-class speakers and Cassandra stands alongside them. I was bowled over by the standard of her presentation, which gave me the confidence to recommend her to my peers and clients alike.

Very simply – these three words describe what Cassandra Andrews is all about and I would recommend her to any business.

**MOTIVATIONAL MAPS
PLUS CASSANDRA
ANDREWS EQUALS
COMPETITIVE
ADVANTAGE**

**CASSANDRA IS A
WORLD CLASS
PRESENTER**

ABOVE AND BEYOND

Cassandra Andrews