



INTRODUCING

# Cognate.

A fractional recruitment partnership *that scales with your business* — for the key hires you can't get wrong.

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# Transactional recruitment is failing the hires that actually move the business.

Agencies chase the fastest-to-close CV. Job boards reward volume. AI adds noise at both ends. For commodity hiring, that's fine. For the senior, technical, or culture-defining hire — the one you can't afford to get wrong — it leaves you with good CVs and the wrong people.

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# The problem isn't technology — it's how we communicate.

Most hiring problems are communication problems that only show up at the end, when they are expensive to fix.

## INSIDE-OUT

"We are excited to be recruiting for a market-leading employer of choice..."

Writes about *us*. Prens. Hopes the right person sees it.

↓ SHIFT ↓

## OUTSIDE-IN

Write *for* the person you want to have a conversation with. About their needs.

Fewer applicants. Better ones. Better decisions on both sides.

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# I work from insight — not inventory.

01

## Dig deep

into your context, culture and real constraints.

02

## Make it realistic

pressure-test the brief before anyone else sees it.

03

## Interpret with meaning

translate requirements into capability, not keywords.

04

## Access the market

comprehensively — not just the loudest active applicants.

05

## Advocate effectively

represent your business honestly. Treat everyone decently.

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COGNATE, NOUN

# Not a vendor. A partnership.

Monthly retainer, typically a one-year term. The retainer acts as credits against the roles I fill directly — so you get a dedicated resource *without* paying twice.

PAYS FOR ITSELF WITHIN

# 3–6

HIRES, DEPENDING ON SENIORITY

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One client: 55 vacancies in 6 months, £33,000 saved — including my fees, against their previous approach.

# Choose the services that fit — or let them evolve.

S · 01

## Direct Hire Projects

Market mapping, candidate engagement, talent pipelining.

S · 02

## Reduced-cost Exec Search

Senior hires, without retained search fees.

S · 03

## Recruitment Copywriting

EVP, employer brand, high-conversion adverts, candidate comms.

S · 04

## Process Audit

Find where your funnel quietly loses good people.

S · 05

## Agency Management

Better tools for your agencies. Lower cost, better relationships.

S · 06

## Recruitment Mentoring

When you want to do it yourself — pointers, pushback, a sounding board.

- Cognate Plus Any of the above, customised to what the year actually asks for.

The numbers tell a consistent story.

99.1<sup>%</sup>

FILL RATE

*Every vacancy but one, since 2020.\**

4.1<sup>yrs</sup>

AVERAGE RETENTION

*Key hires that stick — and grow.*

25<sup>yrs</sup>

IN RECRUITMENT

*Grew up in Dad's executive search firm.*

2<sup>/14</sup>

GUARANTEES CALLED

*One-year free replacement. Used twice in 14 trading years.*

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## Clients stay because the outcomes compound.

Trustpilot and LinkedIn recommendations since 2011 — clients and candidates both — tell the same story, in their own words.

5.0★

TRUSTPILOT, ALL  
REVIEWS

40+

LINKEDIN  
RECOMMENDATIONS

“

*The same words keep coming back — consultative, honest, forthright, generous with time, asks the right questions, gets the right people.*

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Reviewers include engineering directors, HR leads, COOs, CEOs, digital and product leaders — across STEM, manufacturing, product, service and digital employers.

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# What you can expect from working with me.

- A personal service, designed against *your* needs.
- Qualified candidates who meet the brief *and* enhance the team.
- A 1-year free replacement guarantee.
- Consultation to land on the right approach, not the fastest one.
- Wider talent pools through capability-first thinking.
- Me to fix the mess AI left behind — when the problem wasn't the tech.

## RECIPROCATE

One-sixth of all profit funds free coaching for jobseekers. Pay it forward, baked in.



A 30-MINUTE CONVERSATION

# Let's work out whether Cognate is right for you.

No pitch deck round two. We'll talk about a live hire, where it's stuck, and what a partnership could look like across the next twelve months.

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