

# Colad Gray partners with Nexford to train and retain its customers people



Colad Gray is a Nigeria based global company that uses a cutting-edge platform to democratise people management and payroll technology for African businesses by helping structure their HR departments. Human Resources is a vital cog in any business, and so the fact that Colad Gray can offer cost-effective subscription-based HR services to SMEs and Startups in Africa is just one of the reasons why it's looking further afield than just Africa.



## Why Nexford?

Colad Gray manages over 1,500 staff working at companies using its HR solution. The Challenge was that those organizations were struggling to source, manage, and retain top talent. This meant that the HRaaS (HR as a Service) Colad Gray offers needed to solve for talent retention and attraction as much as it did talent management. This was the main driver for the partnership with Nexford. Nexford was able to provide the courses that the employees managed by Colad Gray on behalf of its customers could be trained on. This improved employee productivity and subsequently client retention for Colad Gray.

*"As a fast-growing HR technology firm, we see a growing need for talent development, we see it being a unique leverage in a workforce where the talent market is increasingly competitive. Our partnership with Nexford gives us an edge, creating competency-based training, providing employees on our platform with skills and knowledge they need to succeed in their careers and make positive impact in their organizations and communities."*

Biodun Kolade  
CEO and Founder, Colad Gray Consulting



## Key Points

With the Nexford Solution, Colad Gray was able to:



Upskill and reskill its customer's staff to allow them to create and retain top talent



Provide a reward and recognition system that would allow its clients to attract better employees that would benefit from its HR service



## The Solution

As Nexford is a global brand, and Colad Gray is on the path to becoming a global organization, the partnership just made sense. Nexford is tried and trusted having helped global companies like Google and KPMG across over 100 countries to train and retain staff to allow those workers to move forward in their careers.

Using that experience, and best practice way of working, Nexford came in and through its range of programs, courses, certificates, and

customized learning started remotely training, upskilling, and reskilling the thousands of staff that Colad Gray was managing on behalf of its customers across Sub Saharan Africa.

In addition to this, Colad Gray is keen to use the power of networking inherent in the newly signed partnership to source top talent from Nexford's learners and graduates to develop a top-class employee pool for future customers. A real win-win scenario for all.

## The Future

Although the partnership is still in its infancy, Colad Gray are already looking to grow the number of organizations, who's employees it is managing, to further regions both within Africa, the UK, and the Netherlands. Those growth figures are substantial with Colad Gray looking to grow the number of staff it manages from 1,500 as it currently stands, to at least 10,000 in the next 18 months or so.

The company is also thrilled that its business pitch has been majorly improved in that they can now say to prospective customers that not only do they provide an HR solution to manage their staff, but that they also have a partner onboard that can manage employee personal development and retention rates at no extra cost. It's a definite USP for Colad Gray and one that they hope will help them grow exponentially in the next few years.