

# Welcome

By **Ruella Crouch**, Managing Director

In April we were delighted to win the Recruiter Awards for Excellence in the category of "Best Recruitment to Recruitment Firm" for the second year running. I would personally like to thank our team, clients and candidates who have supported us particularly over the past 12 months, but also during the past 5 years.

In terms of consultant activity, we are moving towards the busiest quarter. The market is overwhelmingly busy with hundreds of new and exciting opportunities being registered on a monthly basis. Many of the top tier consultancies that we work with are happy to pay very competitive salaries and offer extremely good OTEs. We have numerous roles where the desks are already well established and growing further due to the positive market conditions.

It has also been a busy time of year for our graduate/trainee division and you know the market is definitely on the turn when you take on substantially more roles at a senior level. If you look at our advertising over the course of the next few weeks you will see it is heavily focused on senior level positions within London and the regions.

We're also representing a number of well known managed solutions providers and have some very interesting roles for New Business Managers, Account Managers, Resourcers, Candidate Managers etc. Call me for details.

Before the end of the year we will be moving from our current office space of 1000 sq ft to 2500 sq ft and are looking to take on 6 more staff during November and December. If you are interested in working for a successful, award-winning organisation in a high energy sales environment with lots of opportunities to progress your career, then do give me a call.

We will also be announcing the launch of some new business areas for Ruella James Plc next year, so watch this space!



Ruella Crouch

# Training



Mike Walmsley

During the recent downturn staff development and training was an issue that many companies cut back on. However, forward thinking and progressive companies recognised the importance of this.

We here at Ruella James Plc are big fans of Mike Walmsley's recruitment DVDs (having purchased everything he's produced so far), so we wanted to tell you about his new online service, where you can now get unlimited access to thousands of pounds worth of recruitment training videos for only £99 per month.

At [www.RecruitmentTraining.co.uk](http://www.RecruitmentTraining.co.uk) you'll find 20 full-length videos for recruiters, managers & directors with several new series in production for release over the next few months. With workbooks, notes,

train-the-trainer guides, on-line tests & business-winning pro-formas that can improve almost every area of performance, we believe it to be one of the most cost-effective recruitment-specific training in today's marketplace.

Mike tells us: "On-line video is very easy to use and we're so certain that the service will quickly add thousands to the bottom-line of any recruitment company that we recently introduced a no quibble 3 month money-back guarantee, so you can try the service in complete confidence."

He added: "Anyone who's got reservations about the impact that this type of development can have on their business should read the case studies and testimonials on our site. There are over 100 client testimonials, some of whom have made in excess of £1/2 million additional GP in a single year, directly attributable to our unique approach to increasing profits."

This revolutionary service is available to The Recruitment Journal readers for only £99 per month, or £990 for a full year's subscription. Also, if you subscribe before the end of October 2004 quoting "RJ03 September/October offer" you'll get a free signing on DVD (RRP £699), completely free. [www.RecruitmentTraining.co.uk](http://www.RecruitmentTraining.co.uk) Contact Don McIntosh 0800 052 0003.



## Trainee and Experienced Recruiters

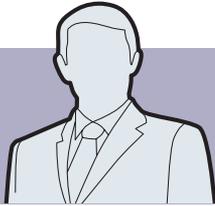
Ask your consultant for details  
 of the Ruella James Plc  
 "refer a friend" bonus



# How to secure the best candidates

By Ruella Crouch, Ruella James Plc

## What our candidates say...



"I have been very impressed with the level of service received from Ruella James. From the first telephone conversation, you have portrayed yourselves as a very professional and respectable recruitment consultancy."

Placed Candidate,  
Badenoch & Clark, Milton Keynes

"Ruella James has a reputation within the industry for competence and professionalism that I found to be richly deserved and I would have no hesitation in recommending their services to any of my friends and colleagues."

Placed Candidate,  
Robson Taylor Selection, Birmingham

"I would like to take this opportunity to thank you for the excellent service I have received whilst looking for a new position. Through the entire process your professionalism, efficiency and honest advice has been exceptional and made my job search as pleasurable as possible."

Placed Candidate,  
Witan Jardine, London

In the current economic climate with unemployment at its lowest since 1975, the search for talented people is an increasing challenge for any business. Within the recruitment sector, there is undoubtedly a severe shortfall of skilled consultants in the current market, and as business leaders, we all have a responsibility to address this either by attracting new talent to the industry or ensuring that we retain those we do have within our sector! If we don't every growing recruitment consultancy will struggle to deal with their clients demands when the economy gets rolling.

Many recruiters have stayed in recession proof sectors earning less money than they have previously, whilst others have just left! So the question is how do you get fresh blood into the industry and how do you get existing talent moving? More importantly, how do you get them to join your company?

Recently I drew up a ten-point plan, which I hope will assist you during the recruitment process.

- 01 Analyse your business - what are your selling points, why are you different, what makes you stand out from your competitors?
- 02 Look at your goals, your company mission statement and compare them with your informal goals, are they consistent?
- 03 Talk to your teams, how do they perceive the company and what would they like to see happen?
- 04 Evaluate your best consultants, why have they done so well?
- 05 What do you want to see more or less of in the organisation?



- 06 Evaluate your job descriptions, remuneration and benefits package - ask yourself if this person exists and tailor accordingly. Do not allow the interview process to dilute the required person.
- 07 Evaluate your interview process and formulate an interview policy that ensures your company stands out, be honest but sell the success of the company and give evidence. Why not use your best performer as part of the process ...no one will sell as well.
- 08 Make sure you offer a clear induction/training programme with a defined career development plan.
- 09 Ensure that you set and keep to a clear set of objectives.
- 10 Manage your new recruit's expectations in the short, medium and long-term, that way there'll be no surprises for them or you!

Finally, review all of the above every six months!

## Industry Outlook 3rd Quarter 2004

Despite the optimistic outlook at the beginning of the year, it has only been in the last few months that we have seen any real pick up. Demand for staff continues to rise and despite the summer months July saw the fastest growth rate since Feb 2001.

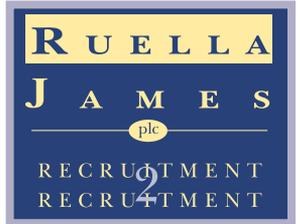
The Chartered Institute of Purchasing and Supply (CIPS) employment index indicated growth of private sector staffing levels at a faster rate than previous months and the people placed in permanent jobs by recruitment agencies rose more sharply in the last two months.

With overall performance continuing to improve, the outlook for the next few months looks very encouraging. Firms continue to move away from cost cutting activities and invest

more and more in additional staffing capacity.

Despite the promising news, recruitment professionals need to bear three things in mind. Specially skilled candidates are in short supply so firms will have to offer substantially higher rates of pay to attract the right staff. Secondly, companies should invest in comprehensive training and skills development packages to ensure either key staff do not leave or so that once again they have a better chance of recruiting quality candidates. Finally, the government has not made its position clear on the EU Agency Workers Directive (AWD). If it decides to support full time working rights for temporary workers this could put pressure on many temporary agencies.

# How to select the best employer

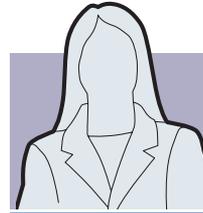


Whereas most consultancies strive to achieve excellent employer status, there are some that do not. Although reputable recruitment-to-recruitment agencies will not send candidates to companies they feel are poor quality, as a potential candidate you should be able to make your own assessment as to whether you think the company in question is suitable. Below is a set of things to consider.

- Ask friends or colleagues in the industry what they know about the company. Their view may give you a better insight, however the industry is rife with gossip so watch out for rumours, you'll hear good and bad about everybody.
- Check out the company's website, marketing literature and look at the company's trading performance. This gives you an idea as to how the company is perceived and if it is financially successful.
- At the interview, assess the look and feel of the company. Does the office make an impression? Are the reception staff friendly? Is your interviewer punctual? This will give you an idea of how the company conducts itself and of the importance it places on its own personal standards.
- Ensure there are several days between interview stages so you can reflect. Unless there's a good reason to rush the process, don't be pressurised into making a hasty decision.
- Ask to meet both senior and junior staff and ensure that they have commonly held core values at all levels, a good understanding of the company's vision, and that they are positive and passionate about their role. Different negative views could indicate a lack of cohesion and a lack of belief in the company.



- Your interview should be formal and in depth. Testing questions should be asked of you and your achievements and ambitions explored. This shows they take the process seriously as much for their sake as yours, they should be seeing you as a potential asset, not another number.
- Make sure you have plenty of opportunity to ask in depth and direct questions and should expect honest answers. Don't be afraid to ask about staff turnover. If they are evasive they have something to hide. Remember, interviews are a two way process.
- Beware the interviewer that "sells" the company without giving you a chance to speak or ask questions. Chances are the company is performing badly, they have high turnover and may behave unethically.
- Finally, ensure they give a clear outline as to how your career will develop, opportunities for advancement, induction and training and how and when you will be appraised. If this is vague, then they don't have any staff development and you will be expected to perform with little or no help at all. Is this the company you really want to work for?



## What our candidates say...

"During my one and a half months of job-hunting, I spoke initially to many recruitment consultancies, but was so impressed with the approach taken by the consultants at Ruella James that I decided to deal with them exclusively."

Placed Candidate,  
PSD Group, London

"Having been with my current employer for the last six years this was a serious move for me and I really appreciate the fact that you listened to me, understood what I needed and managed to line up a series of interviews on roles which all seemed to be along exactly the right lines."

Placed Candidate,  
Hudson Global Resources, London

"I would like to take this opportunity to say a big thank you for all your help, guidance and support over the last few weeks. You are quite simply head and shoulders above any other recruitment consultancy I have worked with."

Placed Candidate,  
Grainger West, London

## Autumnal Fun

You would be forgiven for thinking the autumn had already arrived. Just because the summer seems to have prematurely gone, it doesn't mean you can't have fun. The following sites might give you some ideas for enjoyment in the latter part of the year.

[www.webweekends.co.uk](http://www.webweekends.co.uk) - the summer may have gone but why not treat yourself to a weekend away. The site offers breaks at home or abroad, plenty of activity ideas as well as special deals. The site even checks prices and availability.

Feeling frustrated? Want to let off steam? Need to organise a company team building exercise? Why not take your friends or colleagues out into the English countryside and

shoot them! [www.paintball.co.uk](http://www.paintball.co.uk) has all the details you need for organising a good fun day out fulfilling those primitive urges.

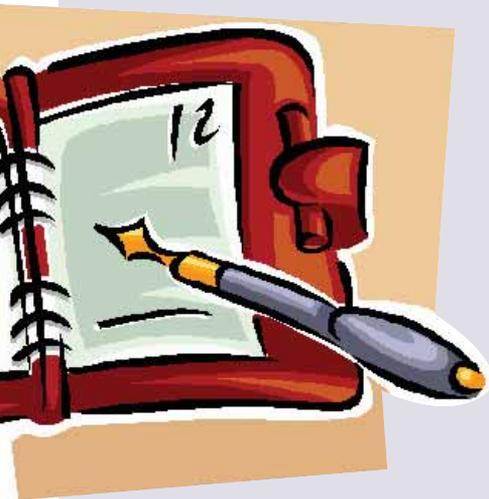
If you are thinking of going out for a decent meal, visit [www.squaremeal.co.uk](http://www.squaremeal.co.uk). This site provides guides to all the best restaurants in London and the UK. With news on the latest culinary events and gossip as well as a rundown on prices, it's the ideal place to plan a perfect evening.

Finally, a fantastic site with an original layout, [www.buyagift.co.uk](http://www.buyagift.co.uk). The site is the perfect place to find that little something extra to make him or her have a special birthday or celebration. Anything from traditional gifts, to free falling with a parachute or flying an aircraft.



[www.buyagift.com](http://www.buyagift.com)

# Forthcoming events



We are now entering one of the busiest times of year for exhibitions and conferences. All of the forthcoming events are useful for industry professionals, at all levels and across all sectors.

## 15 - 16 September 2004 Job Career and Prospects Exhibition

Venue: Wembley Exhibition Centre, London

An increasingly popular exhibition, which enables companies to reach a far more diverse pool of quality candidates from the private and public sector.

For further details call 020 7650 2000 or visit [www.ethnicmedia.co.uk](http://www.ethnicmedia.co.uk)

## 6 - 7 October 2004 London Employee Benefits Exhibition and Conference

Venue: Business Design Centre, London

Now established as the only event in London for senior benefits decision makers who wish to discuss and source the most effective and appropriate benefits solutions for their employees.

For further details call 020 7970 6507 or visit [www.employeebenefits-confex.co.uk](http://www.employeebenefits-confex.co.uk)

20 - 21 October 2004

## EGREX - Graduate Recruitment Exhibition

Venue: ExCel, London Recruitment Exhibitions Ltd

The event offers students and recent graduates a chance to meet up to 100 leading employers who want to talk to ambitious, enthusiastic and targeted potential employees.

For further details call 01442 200120 or visit [www.egrex.co.uk](http://www.egrex.co.uk)

27 - 29 October 2004

## CIPD Annual Conference and Exhibition

Venue: Harrogate International Centre, Yorkshire

The CIPD Annual Conference is the leading forum for people management and development professionals. With over 50 seminars, over three days and a 350 strong exhibitor list this has become the biggest personnel event in the UK.

For further details call 0208 332 0044 or visit [www.cipd.co.uk/cande/annual](http://www.cipd.co.uk/cande/annual)

1 - 2 December 2004

## ULCS - London Graduate Recruitment Fair

Venue: Business Design Centre, London

The longest established graduate recruitment fair where visitors have the opportunity to meet a vast range of employers, including some recruitment consultancies.

For further details call 020 7554 4500 or visit [www.careers.lon.ac.uk/lgrf](http://www.careers.lon.ac.uk/lgrf)

1 - 2 December 2004

## CREME NORTH - Executive Secretary and PA Show

Venue: G-MEX Centre, Manchester  
This exhibition bears testimony to the ever-changing role of PAs and secretaries. The event supports PAs with training seminars, free advice and hundreds of products and services.

For further details call 0208 332 0044 or visit [www.thetimescreme.co.uk](http://www.thetimescreme.co.uk)



## Legal Round Up

### • Conduct of Employment Agencies and Employment Business Regulations 2003

There is concern in the legal world that many staffing companies are struggling to comply with the Conduct of Employment Agencies and Employment Business Regulations Act. Although it is believed that most companies are treating the issue seriously, non-adherence is occurring with all aspects of the Regulations that are now in full effect. It is believed that mistakes in the drafting of the regulations do not help confusion.

Staffing agencies need to address job advertisements, many of which are in breach of Regulation 27, which is technically a criminal offence. Some staffing companies have still not notified clients regarding extended hire periods.

It is also clear that end users do not fully understand the new rules concerning "opt-outs", temp-to-temp and temp to perm fees.

### • "Rolled-Up" Holiday Pay

Uncertainty still exists as to the lawfulness of rolled-up holiday pay. In a recent case, attempts were made to set out guidelines on when it is legal. Doubt continues as to whether "rolled up" holiday pay is compatible with the Working Time Directive. The issue is now in the hands of the European Court Of Justice and it may be a few years before it's resolved.

### • Gangmasters Licensing Act

The Gangmasters Act 2004 will be aimed at those companies who supply workers operating within agriculture or in gathering shellfish only. Most staffing agencies will not be affected by this new piece of legislation.

### • EU Agency Workers Directive

The UK government continues to be vague as to where it stands on the Temporary Agency Workers Directive. Although they originally opposed the bill a recent "deal" with the Trade Unions has seen a turn around on the issue. The directive is likely to affect certain sectors more than others as it is aimed at lower paid temps rather than contractors. Large-scale users of temporary staff are likely to face higher staff and administrative costs if the Directive becomes law. Although Holland is championing the Directive the new member European states are opposed to it, as labour market flexibility will help them grow their economy. Understandably, UK staffing agencies will be able to plan more comprehensively for the future if the current government was to make its intentions clear.