

## Welcome

By **Ruella Crouch**, Managing Director

I'm sure, if you're like me, every year you sit at your desk and cannot believe that another year is rapidly drawing to a close.

In addition, I expect your working hard to ensure that your targets are well on their way to being achieved, as well as working out how to fit in your Christmas shopping and where you'll be over the Christmas period.

Aside from all this many of you may well be taking time out, if you haven't already, to think long and hard about your career. Traditionally the New Year's the time to dust off the old CV and update it in preparation for the year ahead. Even if you're not thinking of a move right now, it's always worthwhile to take time out to review your performance, set some goals and objectives for yourself and work out what you need to do moving forward in order to achieve them.

We've been as busy as ever registering new vacancies and likewise registering new candidates. Apart from the Christmas lights all around our offices in Carnaby Street it doesn't feel like Christmas as it's business as usual in the land of recruitment to recruitment!

If prior to Christmas you'd like to gain an impartial over-view of what's happening in the market, or want to utilise the time over the Christmas and New Year period to review your options, then please do not hesitate to call me personally in complete confidence. For those of you who regularly receive our Recruitment Journal, you'll know that we place candidates at all levels from trainees through to MD's within all sectors and that we have a client base that really is second to none.

I'd like to thank everyone who has referred candidates to us this year, currently 91% of our candidates have registered with us through personal recommendation and 83% have entrusted us exclusively to find them a new role.

Finally, I'd like to thank our clients for their support this year, you know who you are, and our candidates who continue to enhance our reputation within the market with their continued success.

Have a fantastic Christmas and a successful New Year.

Best Regards,  
 Ruella.



**Ruella Crouch**

## An Ethical Approach



Over the last seven years Ruella James has worked hard to forge a reputation for providing a professional and ethical approach to placing candidates in the recruitment industry. As a company we have adopted a simple six-step policy that we work towards ensuring the best service delivery possible. This is how we work with all our candidates;

### Step 1 – The Telephone Interview:

Will enable us to establish what you are looking for so we can best represent you to our clients. If we feel we can assist you we will make an appointment for you to come and meet with us. If you cannot come in to see us, we will arrange a time to conduct a more detailed telephone interview with you. Please be assured that your CV will not be submitted anywhere without your express permission.

### Step 2 – Candidate Registration Interview:

During stage two you will have the opportunity to meet with one of our consultants for an in-depth interview, which lasts on average about one hour. We will cover your experience, reasons for leaving, achievements and what you want now and in the future. Your consultant will then run through the clients that they would like to contact on your behalf and email you a list to confirm this.

### Step 3 – Client Registration:

Your consultant will then contact the agreed shortlist of clients with your details and re-format your CV, to a Ruella James standard. Interviews are then arranged according to your availability.

### Step 4 – Interview Preparation:

Before attending an interview with our clients, we will invite you where possible to meet with us again to prepare for the interview in more detail. If this is not possible, we can complete this by phone or e-mail. A full briefing is given on the company, the interviewer, the role, as well as the style of the interview that may be adopted. This usually varies according to the amount of experience that you currently have in recruitment and to the type of role that you are interviewing for.

### Step 5 – Feedback:

As we put a great deal of time in to finding you the right opportunity we always provide honest feedback. In return we expect the same honest assessment from you as this helps us work even more effectively on your behalf.

### Step 6 – Service Calls:

Once the interview process is complete and you have accepted an offer from a client, we will keep in touch with you until your start date - we will even assist you with handing in your notice. With our clients blessing, we remain in touch with you after your start date, to ensure you are settling in properly and enjoying your new role.

Finally, we are committed to ensuring a recruitment service that is both personalised and tailored to meet your specific needs. We always remember that each and every candidate is unique.

# Market Overview

## The next 12 months in recruitment

Predicting the future is a notoriously tricky thing to do properly. Events have a way of turning out very differently than expected and the best laid plans of mice and men can go awry. However, when it comes to looking forward to what the recruitment market may have in store for us all in 2007, at least the experts are all agreed on one thing. Things look promising from where we are at the moment.

One group of people who tend to be in the know are those who work in finance. And recent research by recruitment giant Robert Half International has revealed that 60 per cent of finance professionals around the world predict the global economy to perform well in 2007, and with it the recruitment market.

The annual Robert Half International Financial Directors survey was conducted with over 2,500 finance professionals in 13 countries and found that the majority of finance professionals (60 per cent) are either 'optimistic' or 'very optimistic' when asked to comment on the health of the global economy for the upcoming year.

The research also questions respondents on the areas of business where they expect to see the biggest spending increase over the next twelve months. The study found that over a third of respondents expect technology spend to soar the most. But good news for the staffing sector, employee recruitment and training ranked second in the line up of increased business costs with one in four (26 per cent) expecting to see a rise in spending. The survey uncovered that those in France (36 per cent), Australia (36 per cent) and the UK (31 per cent) are most likely to spend more on recruitment and training in 2007.

Robert Half's Ian Graves commented: "Technology investment and employee recruitment and training both play important parts in improving business performance and helping companies to stay ahead of competition. While keeping up with technological advances ensures increased productivity and efficiency, committed and well trained staff will also contribute to this and therefore companies must be prepared to strike a balance between technology spend and staff recruitment and training spend. The global market will continue to change over the next ten years and competition will continue to intensify so companies will need to put sufficient emphasis on filling any skills gaps to ensure maximum productivity is achieved."

So while predicting the future is never an exact science, all the signs point to a happy new year for the staffing sector.

## What the experts say about next year's market



"The recruitment industry grew by an average of 5.8 per cent in 2006. With GDP growth set to be 2.8-3 per cent next year I predict that the industry will fare well and continue to demonstrate its immense value to UK plc. It will be interesting to track the performance of different markets and also to see if permanent recruitment continues to grow faster than temporary supply. With permanent employees changing jobs with ever-increasing frequency and older workers seeking to supplement meagre pensions with interim assignments we

are uniquely placed as an industry to take advantage of changing labour market patterns. May I wish all recruiters a profitable 2007.

### Marcia Roberts – Chief Executive Recruitment and Employment Confederation (REC)

Demand for IT skills will continue to grow strongly. Strengthening demand in the financial services sector will be matched by a resurgent software industry as



vendors upgrade products to coincide with the launch of Windows Vista.

Buoyant demand in the aerospace and rail sectors should ensure strong demand for engineering skills in 2007. However, recruiters may again find themselves increasingly sourcing specialist technical skills from Eastern Europe.

2007 will be a key year for the age discrimination legislation. Recruiters in the technology sector will be on the frontline in the

battle to change ingrained perceptions that candidates with technology skills should be in their 20s and 30s.

### Ann Swain – Chief Executive Association of Technology Staffing Companies (ATSCo)



The economic prosperity of 2006 looks set to continue for 2007. In particular banking and professional services' appetite for new talent is almost insatiable.

However, this has created a war for talent. Top-end skills are rarer so employers will seek new talent pools in which to fish.

One pool is the talent market overseas, particularly in sectors such as education, in which the UK suffers well-documented shortfalls. The second comes from companies thinking strategically about developing their

own talent pools.

Recruitment specialists must therefore respond as we can expect a boom in services beyond traditional recruitment to include sourcing talent from abroad and recruitment process outsourcing.

### Chris Hermansen, Group Managing Director, Ochre House

# New Year, New Start?!

# Change your life in 2007



For many of us, the turn of the year is when we make decisions to change our life in some way. But whether personal or professional, New Year's resolutions are difficult to keep. We want to fundamentally change some aspect of our behaviour which may be deeply ingrained and, what's more, we want to do it in the middle of winter when motivation is already an issue for many people. But according to experts there are a number of strategies which you can employ which greatly increase your chances of success. So whether you want to transform your work life, get rid of a bad habit or take up a new hobby, read on to find out how you can increase your chances of success.



**Be realistic.** The surest way to fall short of your goal is to make your goal unattainable. Strive for a goal that is attainable.

**Plan ahead.** Don't make your resolution on New Year's Eve. If you wait until the last minute, it will be based on your mind-set that particular day. Instead it should be well planned before December 31 arrives.

**Outline your plan.** Decide how you will deal with the

temptation to skip the exercise class, or just have one more cigarette. This could include calling on a friend for help, or practicing positive thinking.

**Make a "pros" and "cons" list.** It may help to see a list of items on paper to keep your motivation strong. Develop this list over time, and ask others to contribute to it. Keep your list with you and refer to it when you need help keeping your resolve.

**Talk about it.** Don't keep your resolution a secret. Tell friends and family members who will be there to support your resolve to change yourself for the better. The best case scenario is to find yourself a buddy who shares your New Year's Resolution and motivate each other.

**Reward yourself.** This doesn't mean that if your resolution is to diet you can eat an entire box of chocolates. Instead, celebrate your success by treating yourself to something that you enjoy.

**Track your progress.** Keep track of each small success you make toward reaching your larger goal. Short-term goals are easier to keep, and small accomplishments will help keep you motivated.

**Don't beat yourself up.** Obsessing over the occasional slip won't help you achieve your goal. Do the best you can each day, and take them one at a time.

**Stick to it.** Experts say it takes about 21 days for a new activity, such as exercising, to become a habit, and 6 months for it to become part of your personality.

**Keep trying.** If your resolution has totally run out of steam by mid-February, don't despair. Pick yourself up and start over again. There's no reason you can't make a "New Year's Resolution" any time of year.

## New Year's Resolutions – the facts

- ❖ 63 per cent of people are keeping their resolutions after two months.
- ❖ 67 per cent of people make three or more resolutions.
- ❖ The top four resolutions:
  - ❖ Increase exercise
  - ❖ Be more conscientious about work or school
  - ❖ Develop better eating habits
  - ❖ Stop smoking, drinking, or using drugs (including caffeine)
- ❖ People make more resolutions to start a new habit, than to break an old one.

# Find the perfect Christmas gift

With the Christmas season coming round again it's time to get gifts for all your nearest and dearest. But rather than traipsing round the shops looking for that perfect present for the person who has everything, why not let the internet take the strain and get that great gift from one of these speciality sites.



With everything from toys to titles (we're not joking!), this site is perfect for those hard-to-buy for friends and relatives.

[www.find-me-a-gift.co.uk](http://www.find-me-a-gift.co.uk)



From activity days to personalised presents to order, find some great ideas for gifts here.

[www.gifts.co.uk](http://www.gifts.co.uk)



Want to get a gastronomic gift for the gourmet in your life? Check out this site for foodies.

[www.ripegifts.co.uk](http://www.ripegifts.co.uk)



Does he think he's James Bond? At gadgets.co.uk you can help kit him out like a secret agent.

[www.gadgets.co.uk](http://www.gadgets.co.uk)



Everyone knows someone who likes a drink. This site caters for speciality and premium wines and spirits for the connoisseur.

[www.sparklingdirect.co.uk](http://www.sparklingdirect.co.uk)



Need to get something for your significant other but running short on inspiration? Check out thanksdarling.com for some spectacular ideas.

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



This site really is for the person who has everything. Fly them to Lapland to meet Santa or check out some other great destinations for Christmas breaks.

[www.santa-holidays.com](http://www.santa-holidays.com)



As the web address suggests, the perfect place to get yourself that special Christmas treat

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



Having trouble deciding what to buy? Why not look here for inspiration.

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

## Register and win a day at a health spa

Fancy a facial? Mad for a mudpack? Desperate to depilate? Then Ruella James has the offer for you. We're offering one lucky reader the chance to win a day at a health spa to the value of £250 in your area of the UK. All you have to do to be entered in the draw for this fantastic prize is to register as a candidate with Ruella James between December 1st 2006 and January 31st 2007. All registered candidates will be entered into a prize draw and the winner will win a day at a local health spa. You can register as a candidate at Ruella James and find your next fantastic job in recruitment by logging on to [www.ruellajames.com](http://www.ruellajames.com) or calling **0844 8000 999 Please quote Health Spa when submitting your CV or calling. Come on boys, go for it!!!**

