



START-UP

Start-up your own Recruitment Agency Programme



The REC is one of the most respected and widely recognised training providers in the recruitment industry. We make our aim very clear: to understand you and your business, and how it ticks, providing support in the way you need it.

DURATION

Three days

AIMS & OBJECTIVES

This course provides you with an insight into what you need to set up a commercially viable recruitment consultancy that operates within legal, ethical and best practice frameworks. The training is designed to be intensive, and provide a unique insight into some of the typical issues faced and addressed by a new business. It is designed to be accessible to those new to the industry, and therefore covers recruitment basics as well as best business practices; although experienced recruiters who have decided to set up independently also benefit greatly.

THE PACKAGE INCLUDES

- Three days' comprehensive training
- Training notes and course file
- A practical guide to relevant legislation
- Training credit worth **£125** for future professional development.

OBJECTIVES

Delegates will complete the course having met the following objectives:

- Understand how to balance the responsibilities between the commercial, legal and ethical requirements of running a recruitment consultancy
- Understand the nature of the recruitment market – its opportunities, rewards and potential pitfalls
- Recognise the importance and application of establishing strong market differentiation
- Understand key financial issues and sources of support available during the challenging start-up phase of the business
- The fundamentals of preparing a realistic and attractive business plan
- Grasp the essential commercial aspects of running a successful recruitment business, including selecting appropriate premises, marketing and administrative support systems
- Fully understand the value of properly considered Terms of Business and how to apply them, including guidance on how to conduct research to enable the appropriate pricing for your services and how to resist pressure to reduce margins
- Appreciate the importance and value of measuring the key business and activity ratios and how to use them to encourage and develop business and staff performance



Find out more about our start-up offering at www.rec.uk.com/start-up

- Understand the key elements included in structuring and implementing a motivational yet commercially viable commission system for staff
- Understand the main legislation affecting the running of a recruitment consultancy
- Understand and comply with Discrimination legislation throughout the recruitment process.

COURSE CONTENT



An introduction to the world of recruitment

- The pros and cons of running your own recruitment consultancy
- The pre-requisites for success
- The importance of differentiation
- Common pitfalls
- Finding support.

How revenue is generated

- Permanent recruitment services
- Temporary/interim/contractor services.

Financial matters

- Sources of funding
- Accounting and payroll
- Management information (financial and process KPIs)
- Credit management
- Overview of taxes and VAT.

Basic business planning

- Key headings
- The P&L and Cash Flow forecasts
- Identifying the minimum cash needed and working up an example P and L
- VAT - Pros & cons at start-up

Building your business model

- Your customers and their perceptions
- Researching your competitors
- Why selling is important
- Cost/benefit awareness
- Generalist v Specialist
- Pricing considerations



The recruitment processes

- The 39 steps of the recruitment process.

Administration, processes and systems

- CRM systems
- Document guidance and templates.

Staff

- Recruiting, training and developing consultants
- Motivation and reward.

Recap of differentiation

- Why marketing and PR is important
- How to differentiate your business.



Employment Agencies Act 2003 Conduct Regulations

- An introduction to the regulations
- A case study approach
- A discussion based session regarding transfer fees.

Terms of business and contract law

- A short session focusing on the essential principles of contract law
- A short discussion about candidate and client terms emphasising payment, PAYE and VAT.

Recruitment Checks

- A discussion based session focusing on the importance of accurate document checking.

Data Protection

- A session focusing on the essential elements of data protection and how to avoid the pitfalls.

Health & Safety

- A discussion based session focusing on health and safety rights and responsibilities.



Unfair Discrimination

- A practical session focusing on the basic principles of discrimination legislation
- A discussion on minimising the risks
- Practical guidance about offering advice to clients.

Direct marketing

- A final session focusing on how to comply with the Privacy & Electronic Communication Regulations.

Insurances

- A brief discussion on the insurances to protect a recruitment company.

The Agency Workers Directive

- A brief review of the status of the Regulations for UK implementation of the Directive.

How learning & understanding will be monitored and assessed during course delivery:

- Feedback on your live report and project progress will be given by the group
- Extensive trainer support will be provided to enhance learning application
- Practical (industry relevant) scenarios and discussion groups are used to improve accountability and compile personal and team action plans
- Commitment will be gained to on-going completion of a live report