

## Fit for the new dawn - business support webinars

### Strategy or Urgency – making the right day-to-day business decisions

26<sup>th</sup> March 2020

Paul Jacobs and Howard Greenwood from *loveworklife*

Dave Pye and Bradley Placks from *toaugment*

### Summary note

All speakers spoke of the extremely unusual situation we're in:

- There's no template for this – this is an unprecedented disruption but not a recession. We shall return to a new norm
- We must remain supportive to each other until the market turns
- The perm marked has been affected the most but temp/interim market comes back very quickly.

### What to do now:

- Be resilient – by adapting to new circumstances you can maintain productivity.
- Put a process in place so that you're ready to move forward when the time comes
- Don't panic, don't make irrational and instant decisions – pause until all information is available
- Look at your pool of candidates, access data ('if you can measure it, you can improve it'), motivate consultants to update database and do all the things you had no time to do before.
- Make decisions based on facts – knowledge is power
- Cashflow: have a conversation with suppliers; credit-control to be a major focus as some clients might go under. For very small businesses it might be uncomfortable but essential to chase up clients to pay
- Furlough: how do you decide who to furlough, keep on full pay and lay off? For example, what do you do with junior consultants who need to be managed and supported but now work from home?
- Homeworking: know how to manage your own workload, health and the team spirit. Have human interaction with your team – a lack of communication will lead to panic. Ensure good mental health of your staff so they're ready when this is over

### Strategy:

- Strategy is three-fold: a day-to-day strategy, a short-term strategy and a longer-term recovery strategy
- Now is the time to review your plans and explore better ways to deliver your strategy
- Understand how much each individual client normally spends on recruitment and what other channels they're using. This will help you to identify and target the right people when new projects are initiated. Must focus on quick-wins when recovery happens.

- Speak to candidates and identify those in furlough and laid off so when recovery happens you're in a good position

#### Expectations:

- The pause button is now pressed but the rec industry can take a good position and improve prospects once recovery starts.
- The difficult decisions you make now will impact on how you come on the other side – there will be opportunities when the market returns to normality.
- There's optimism that there will be a rapid growth towards the end of the year.

#### Need additional support?

The REC has created a dedicated hub for everything your recruitment business needs to know about the Coronavirus outbreak.

This can be found here: [Coronavirus \(COVID-19\) hub](#)

This is your one-stop shop for everything your recruitment business needs to know about the Coronavirus outbreak. We are regularly updating this page and the linked resources, so bookmark this hub and check the page frequently to ensure you have all the latest information. It has recently been updated to include the latest from the 26 March 2020 afternoon briefing,

#### Presenters contact details

	
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Website - <a href="http://www.toaument.com/">http://www.toaument.com/</a>  Call +44 (0) 20 3909 7990 or complete the online contact form <a href="#">here</a>	Website - <a href="https://loveworklifeconsulting.com/">https://loveworklifeconsulting.com/</a> Call Howard on 07966 251 582 Call Paul on 07960 055 756 <ul style="list-style-type: none"> <li>• Opening hours: Mon to Fri 8.30am to 6.00pm</li> </ul>