

Summary note – Fit for the new dawn webinars - Creating the agility to flourish in a post-COVID-19 world

Date: 23rd April 2020

3 Ps: Purpose – Performance – Profit

- Create true value; aim to increase staff retention as this will lead to higher performance; look at the nature of your client base and aim for exclusivity.

Getting post-COVID 19 ready - What should a modern recruitment firm look like?

- **Focus on being authentic and honest in all our communications.** Show level of care, kindness and strive to engage with your staff, clients and candidates. Be transparent – you're selling on value and the currency of value is trust. Move away from a transactional marketplace and towards a paid marketplace focusing on client relationships/true consultancy.
- **Digital marketplace:** embrace technology and encourage clients to use new interview methods; document everything you do on CRM. Virtual teams are here to stay – physical distance does not make you remote from your team – have a strategic, operational and team alignment; commit to doing business together.
- **Resilience matters:** we're bouncing forward to a new reality and have to be wiser. Work with what you know to be true and unearth the things that matter.
 - **Mindfulness:** be situationally aware – What do I know to be true?
 - **Empathy:** be more aware of others – What needs to be said that hasn't been said?
 - **Humility:** be more self-aware – Are you confident in who you are?
- **Embrace technology and AI:** Bring in the digital market space into your recruitment process to enhance your candidate and client experience. Start retiring one dimensional means of presentation (only CVs) and urge clients to interview candidates digitally.
- **Be in tune with people:** continue to do business with kindness and compassion – people are striving to engage and work with those who offer these qualities.
- **Build on trust:** you're selling on value and the currency of value is trust – move away from a transactional marketplace and towards a relationship paid marketplace focusing on client relationships/true consultancy.
- **Flexible working/WFH:** know that opportunities are not restricted by geography and allow you to get a good match between clients' and candidates' expectations.

What should recruiters do now?

- **Build in a rainy-day fund:** There will be more opportunities moving forward but you must exercise caution and learn from past experiences. Double down on where you're spending money on and exercise caution. It's important to 'live within your means' and ensure 3-6 months' reserves + manage your credit control.

- **Remember that things go in cycles:** every 7 to 10 years we go through a recession or a depression – plan for contingencies.
- **Understand your metrics** (cashflow, spread of clients, cyber-security) and share the vision and purpose, and communicate your strategic plan with all staff. Credit control, think about the software and platforms that you're using to help automate processes. Keep your CRM systems up-to-date, you can only manage what you can monitor therefore everything that you document on your system becomes imperative
- **New opportunities:** Temp/interim market is the first one that will pick up. Look at what you need to do so you can be ready to take advantage of these opportunities.
- **Invest in your staff:** including furloughed employees. Focus on making sure your consultants are ready now to be back to full time working. train them on the new digital process, and have an on boarding strategy for the furloughed staff to come back. Get and stay close to your staff and pick on little things, as those who have created a good retention base with their staff generally earn a greater income
- **Understand your clients'** recruitment needs and the impact the crisis has had on them.
 - Engage with people who you've spoken with in the past
 - Collect lead generation opportunities from candidates
 - Identify those that will be ready to bounce forward quicker and will be looking for additional staff once restrictions are lifted
- **Invest in yourself:** Transform your mind set: get rid of a negative mindset and get excited about new opportunities. Consider working with a mentor or a business advisor: have someone to lean on and confide in.
- **Qualify candidates and vacancies** – build relationships with candidates, especially those immediately available for temp work.
- **Be creative and curious:** on one side of the page write all the things you can do to help you manage through this crisis and on the other side write down the polar opposites to everything you have written – this may spark an idea that you can put to practice!

Quotes:



"Leaders absorb fear and exude hope" – **Dave**

"A compost zone is a beautiful place but nothing grows there" – **Howard**

"Get your head in the right space – let your team know how enthusiastic and proud you are of your business and how excited you are of the new opportunities that are lying ahead" – **Paul**

"Act naturally, be authentic and allow people to see the real you" – **Bradley**

Presenters' contact details

|  |  |
|--|--|
| <p>Dave Pye LinkedIn profile - https://www.linkedin.com/in/davewpye/dave@toaugment.com</p> <p>Bradley Placks LinkedIn profile - www.linkedin.com/in/BradleyPlacks bradley@toaugment.com</p> <p>Website - http://www.toaugment.com/</p> <p>Call +44 (0) 20 3909 7990 or complete the online contact form here</p> | <p>Howard Greenwood LinkedIn profile - https://www.linkedin.com/in/recruitment-mentoring/howard@loveworklife.com</p> <p>Paul Jacobs LinkedIn profile - https://www.linkedin.com/in/pauljacobs/lwc/paul@loveworklife.com</p> <p>Website - https://loveworklifeconsulting.com/ Call Howard on 07966 251 582 Call Paul on 07960 055 756</p> <ul style="list-style-type: none"> Opening hours: Mon to Fri 8.30am to 6.00pm |