



NICHE RECRUITMENT

GETTING BETWEEN THE GAPS

 **simplicity**

For faster smarter growth

SELLINGSUCCESS¹
TRANSFORMING PEOPLE'S LIVES

Ian Knowlson

- 30+ years in Recruitment Industry
- Founder of Selling Success
- NLP Master Practitioner
- Work with 20-30 annually recruitment businesses
- Track record of outstanding GP growth with clients
- Support them produce and deliver 3-5 year growth plans
- Typically growing 30-300% year on year



@ianknowlson
@Sellingsuccess1

www.linkedin.com/in/ianknowlson



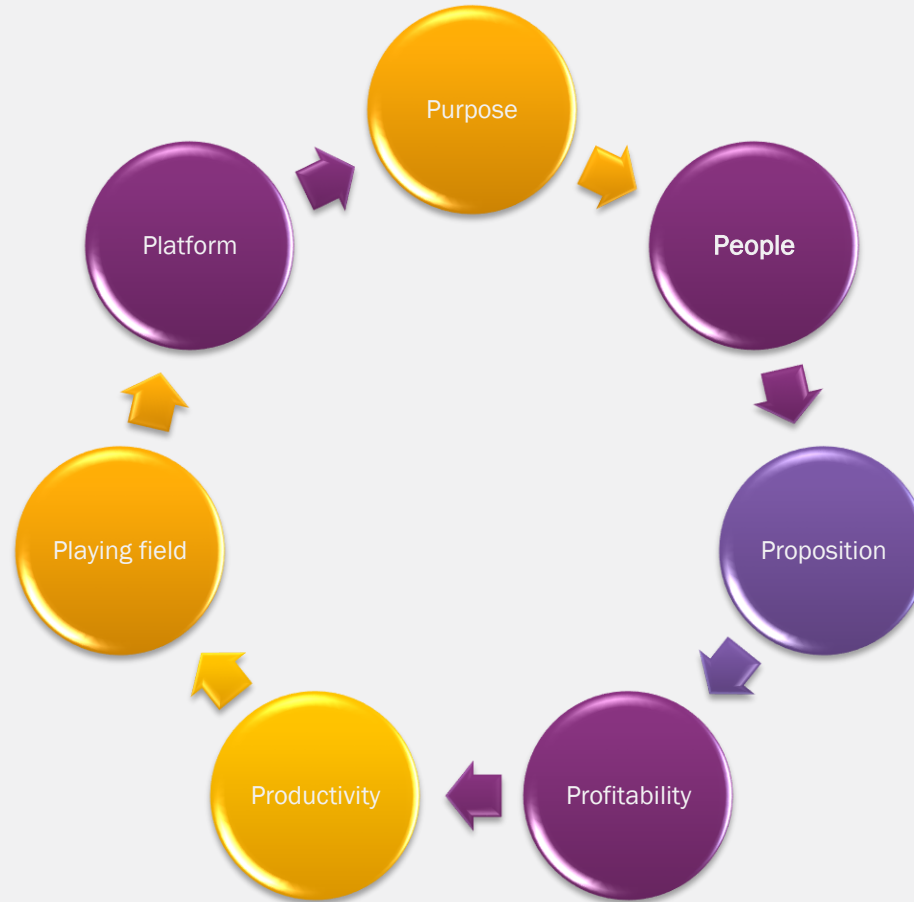
WHAT IS HIGH GROWTH?

High Growth

- Is 20% increase in turnover and/or employment growth in three successive years.
- Our experience is there are SEVEN areas that MDs & Directors need to get right
- We call them the:
- Seven “P”s



THE SEVEN "P" S



RECRUITMENT INDUSTRY MODEL'S



Niche Recruiters

- Micro Niche
- Nano Niche



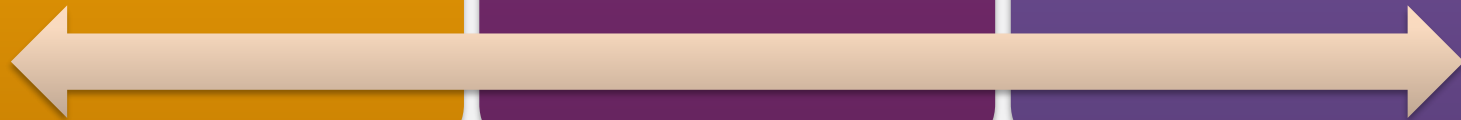
Generalist Recruiters

- Local High Street
- Multi Sector



Managed Services

- RPO
- Neutral Vendor
- Master Vendor



PRINCIPLE OPERATING MODEL'S



Niche Recruiters

- Exploit skills shortages
- Very effective at maximising fees



Generalist Recruiters

- Offer local one stop supply
- Attempt to do both



Managed Services

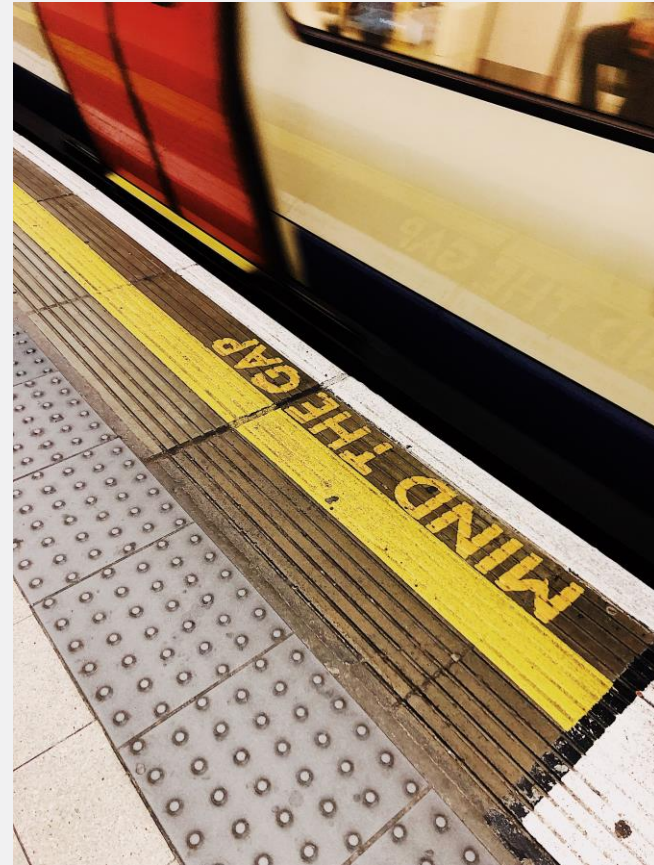
- One stop shop
- Process volume Applications
- Exploit employers brand



MIND THE GAP

Niche Recruiters exploit Skills-Gaps

- Demand significantly exceeds supply
- Find top rare skills and sell to highest bidder
- Consultants work vertical markets
- Build large candidate networks
- Growth comes through additional niches or “micro-niches”
- Every industry has skills gaps



LOGISTICS

- **Class one HGV Drivers**
- **Forklift Truck Drivers**
- **Van Drivers**
- **Seasonal shortages**



CONSTRUCTION

- Bricklayers
- Quantity Surveyors
- 360 Drivers
- Tele-handlers
- Joiners
- Scaffolders



ENGINEERING

71,000 per year for next 10 year!!

- Design Engineers
- Bridge Engineers
- Safety Engineers
- Avionics Engineers
- Software Engineers
- Systems Engineers



IT & TECHNOLOGY

- Data Scientists
- Cyber Security Analyst
- RPA Developer
- iOS Developer
- Solutions Architects
- Cloud Developers
- UX/UI Designer



HEALTHCARE

- 11,500 shortfall of Doctors, Locums
- 40,000 shortfall of Nurses
- Surgeons
- Midwives
- Ancillary Staff
- Pediatricians



EDUCATION

- **KS1, KS2, KS3 Teachers**
- **STEM Teachers**
- **Lecturers**
- **Senior Lecturers**
- **Principals**
- **School Business Managers**

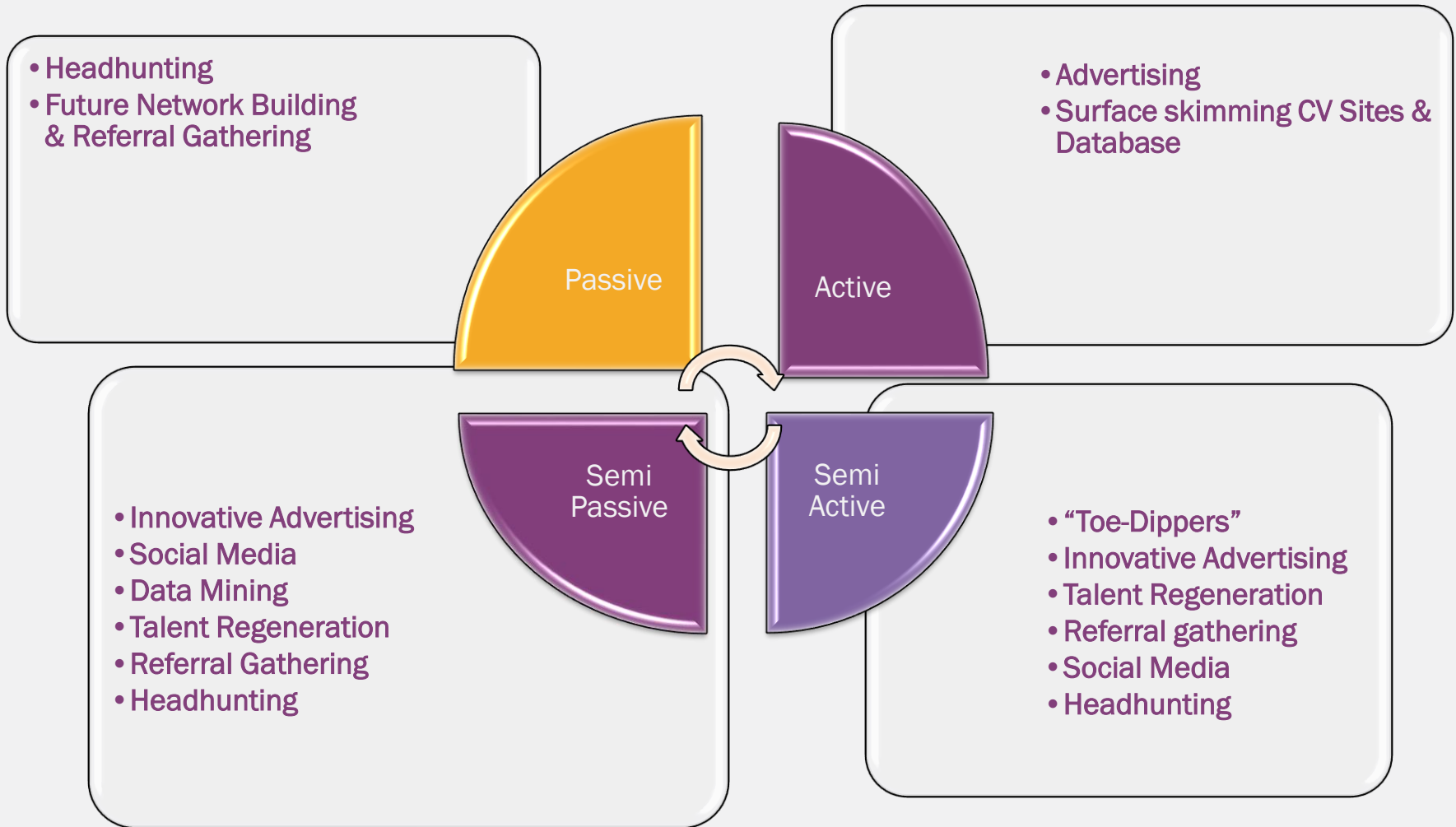


BEATING PSLs AND MSP/RPOs

- Use your rare skill to by-pass or gain access to:
 - Preferred Supplier Lists
 - Get past MSP/RPO providers
 - Win exclusive business



Sourcing Techniques



FUTURE OF WORK – 2020-2030

HIGHLY DYNAMIC MARKET

- **Agreement on technological dynamics**
 - Automation
 - Augmentation
 - Artificial Intelligence
 - Autonomous Vehicles
 - 3D Printing
- **No clear consensus on cumulative effects**
- **Agreement that jobs will be lost**
 - Fractionalisation of Job Roles -
 - New Jobs Roles



WHICH ARE YOU?

NICHE



GENERALIST



CASE STUDY – ALPHA RECRUITMENT

2013

- MD + 2 staff
- £1.2m turnover
- Rented One room Office
- Avg Margin – £1.55 per hour
- MD – delivered 80% of business

2019

- MD + 10 staff
- £7.5-8m
- Purpose built office
- Avg Margin – £2.58 per hour
- MD – delivers 0% of business



CASE STUDY – NU-STAFF CHEPSTOW

2017-19

- Simplicity Customer
- Created a Nu Staff 2020 Vision
- Introduced New
 - Staff bonus scheme
 - Website & Social media strategy
 - Customer Service
 - Launched Driver division
- MD Taking more of a strategic role
- Revenues up 200% in two years
- Gross profit up 35% year on year



2020 - LAUNCHING ACCELERATED GROWTH PROGRAMME

x6 Two Day Workshops

- Presentations
- Workshops

Three coaching sessions

- Work through your actions and implementation plans

Diagnostic

- Identify their business inhibitors to growth

Diagnostic Feedback

- 1-2-1 Skype feedback
- Inhibitor feedback



ANY QUESTIONS

