



# 2020 TOP RECRUITMENT SECTORS FOR GROWTH

FUTURE PROOFING YOUR BUSINESS

  
**simplicity**  
For faster smarter growth

**SELLINGSUCCESS<sup>1</sup>**  
TRANSFORMING PEOPLE'S LIVES

# 2020 TOP 5 RECRUITMENT SECTORS FOR GROWTH



# 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](http://www.linkedin.com/in/ianknowlson)



# BACKGROUND

Been predicting:

- **Top 5 Recruitment Sectors for Growth**
- now for nearly 7 years
- **Most popular blogs**
- **Top 5 Recruitment Sectors to be in for next 5-10 years**
- 20,000+ views



<https://www.sellingsuccess.co.uk/top-5-recruitment-sectors-to-be-in-for-next-5-10-years/>

# 2020 Top 5 Recruitment Sectors for Growth

2020



# POST BREXIT BOOM

Like many I am predicting a post Brexit boom for certain sectors of UK economy

Due to:

- Brexit certainty
- Stable UK Govt
- Pent up demand
- UK Govt Spending
- US/China Trade deal

Growth to get stronger as the year progresses



# CONDITIONS FOR SUCCESS

Demand exceeds supply

Good levels of supply



# 2020 – ALSO RANS



- **Public Sector**
  - (excl Healthcare)
  - Additional UK Govt spending
  - Uncertain future at this juncture but expect increased
  - Post IR35 PS disturbances
- **Financial Services**
  - Uncertain future due to Brexit Trade negotiations
  - Positive US/China effect
- **Logistics**
  - Post Brexit stability
  - UK Consumer Spending growth
  - Uncertainties over Brexit gone
  - Uncertain over rebound-effect



# 5 – ENERGY - RENEWABLES

- **The energy sector seems set for some strong grow with**
- **Stable oil price**
- **Strong growth in renewables**
- UKs 2050 Carbon Neutral commitment
- EU committed to Carbon reduction targets 2020 & 2030
- 566,000 work in the sector which will need over 221,000 new recruits to fill its expected skills gap by 2027.



# 4 - HEALTHCARE

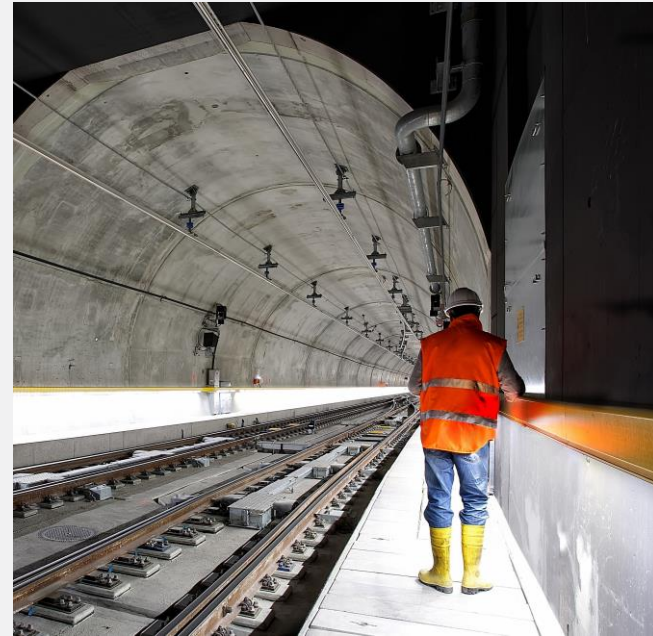


**UK Govt to spend extra  
£33.9b on NHS by 23/24**

- **31,500 more nurses**
- **5,000 extra GPs**
- **Extra ancillary staff  
and support staff**
- **IR35 effect**
- **Overseas recruits**

# 3 - ENGINEERING

- **£100b committed to Public Infrastructure over next five years**
- **Huge commitment to Infrastructure projects**
  - Full-fibre Broadband
  - Northern Powerhouse
  - Battery Gigafactory
  - National Plug-in Network for Electric Cars
  - Rail Road upgrades
  - HS2, HS3 potentially



## 2 – IT & TECHNOLOGY



- **IndyRev 4.0**
- **Moore's Law**
  - Computer power x2 every 18months
- **Data the new Oil**
  - 346k data analyst jobs
- **Cyber Security**
  - 291k Cyber jobs in Europe

# 1 - CONSTRUCTION

- **Govt 100b on Infrastructure**
- **1m New homes over next five years**
- **Foreign Investment**
  - China, US, Norway
- **Pent up demand**
- **8% of Workers from Europe**
- **8.5% increase in wages 18/19**
- **Surveyors, Brick-layers, Electricians, Scaffolders, Site Managers, Ground Workers**



# IR35 CURVED BALL

- **New IR35 Rules**
- **Govt Review**
- **30-50% premiums outside UK**
- IT, Engineering, Energy, Financial Services, Project Management
- **Already started to Middle East & mainland Europe.**
- **Wait & See**



# 2020 - LAUNCHING ACCELERATED GROWTH PROGRAMME

## x6 Two Day Workshops

- Presentations
- Workshops

## Three coaching sessions

- Work through your actions and implementation plans

## Diagnostic

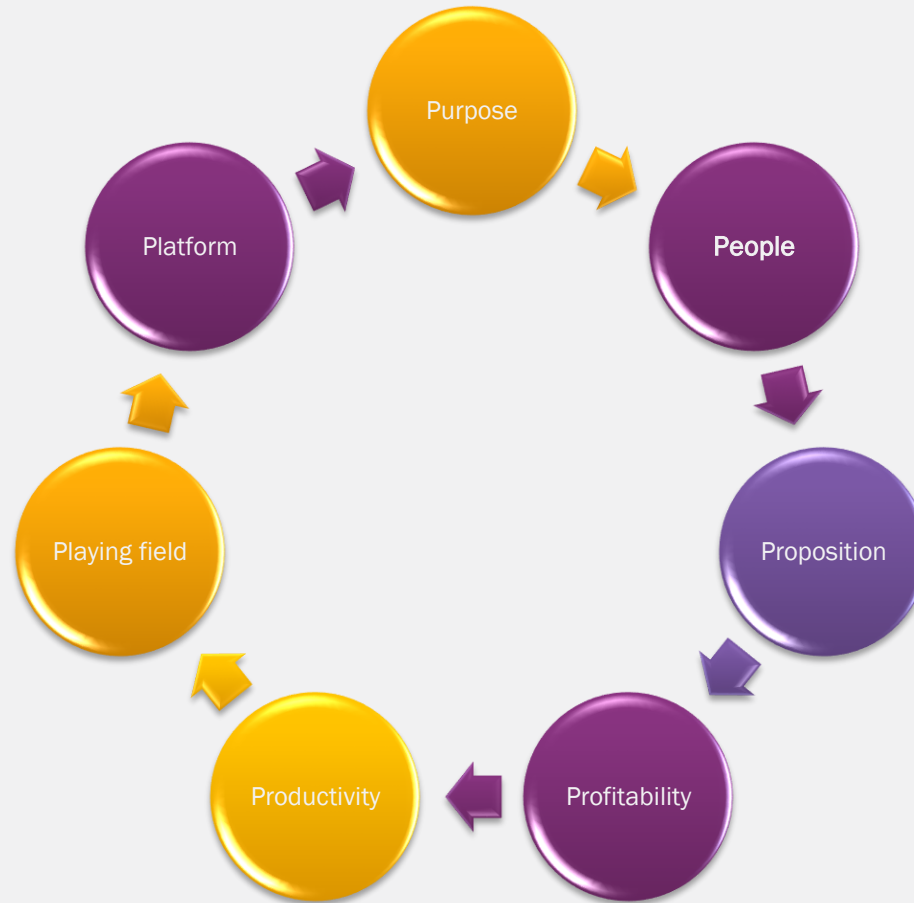
- Identify their business inhibitors to growth

## Diagnostic Feedback

- 1-2-1 Skype feedback
- Inhibitor feedback



# THE SEVEN "P" S





# 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
- New Commercial & Sales Directors
- MD Taking more of a strategic role
- Revenues & GP up 200% in two years



# ANY QUESTIONS

