

The TEAM Recruitment Business Health-check...



Start ups



Solo Recruiters



Scale ups



**Established
businesses**

Who are NSP... two and growing very soon



Miles:

- Recruitment, Staffing & Talent since 1998
- RPO Solutions Sales and Product Development since 2003
- Recruitment Business Adviser since 2004
- Non-Exec Director, Leadership Coach & Mentor since 2015
- Projects delivered to >70 clients
- Agency, Umbrella & Accountancy, Invoice Finance & Back Office, Director / Owner / Shareholder



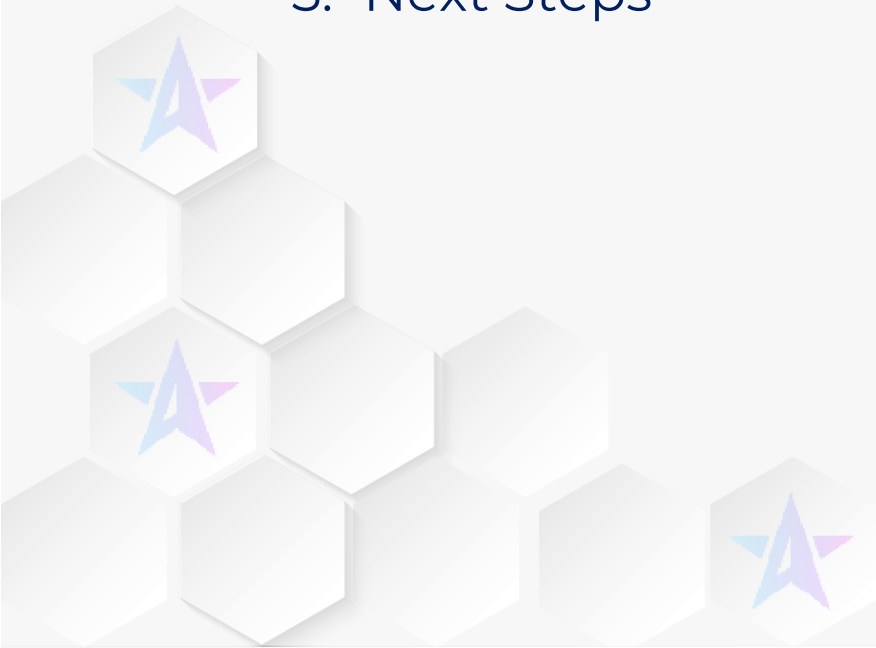
Paul:

- 21 years of Recruitment Industry expertise
- In-house, corporate and SME agency experience
- Designed, sold, priced and implemented RPO solutions
- Recently at the coal face of agency recruitment
- Just completed implementing an RPO solution for a global brand
- A massive Burnley fan and fundraiser for Alzheimer's UK

TEAM Recruitment Business Health-check

Agenda

1. 2 phases of development
2. What is it and what the plan for it?
3. Benefits to Members
4. The early beta test results
5. Next Steps



2 phases of development

Phase 1



Scale ups

Growth means different things to different businesses. Here at TEAM we recognise that scaling your business may not just involve increasing headcount.



Established businesses

Stay ahead in the marketplace with a global network of recruitment peers and valued service providers sharing ideas and insight.

Phase 2



Start ups

Whether you are thinking of starting your own recruitment business, or have recently taken the leap, we are here to ensure you get off to a flying start.

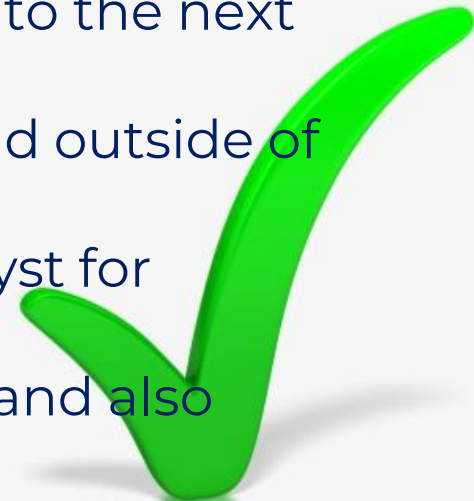


Solo Recruiters

Discover how to navigate the challenges of being a Solo-preneur with dedicated networking groups for those working alone.

What is it and what the plan for it?

1. FREE for all members; online diagnostic, full pdf report & virtual review session
2. Confidential at all times, there is no sharing of individual business reports
3. Focussed on 73 questions in 7 critical areas of the business, from Strategy to Results
4. Bringing clarity on where their business is now, and how to get to the next level
5. Benchmarked against industry average and peer group(s) in and outside of TEAM
6. Driver for continuous improvement and excellence, and a catalyst for positive change
7. Helping recruitment agency leaders strengthen their business and also grow
8. Follow up series of topical webinars & targeted supporting content in the 7 areas
9. Additional help & support, where needed as requested



Benefits to Members

The TEAM Recruitment Business Health-check will:

- answer so many questions about your business
 - How strong are we and where
 - Do we have any blind spots
 - Are we missing opportunity
 - How do we grow and where
 - How are we doing compared to our peer group
 - Are we doing the important things well enough
- will give you direction of travel as an organisation to improve , evolve & grow
- allow you to subjectively monitor you business and organisational progress
- enable you to gain competitive advance though its use

Benefits to Members – Your Scores



Benefits to Members – Your report



Your overall score
72%

How do we work this out?

The answers to the questions are individually benchmarked against the 'perfect' recruitment agency with a weighting given to those critical success factors that we consistently see in the best-performing recruitment agencies.

We check the data every quarter but at present, the average overall score across all recruitment agencies in the UK is **48%**.

You are currently performing better than the industry average.

We have scored you against the following 7 key areas of running a successful recruitment business:



91%

Strategy

Congratulations! We don't see many recruitment agencies in the upper half but you are clearly one of them! We have no recommendations to make other than keep it up! Oh and share your success with others!

The industry average is 48%.



89%

Sales

This is typically where every recruiter scores well. Kudos where it does. Congratulations on achieving such a high score and more importantly the way. If you are still in the planning phase for new services / recruitment etc we encourage you to complete your plans at pace to maintain your competitive edge.

The industry average is 60%.



93%

People

This is THE number 1 strength of business owners and leaders...by far. Turnover, clear career path, solid training plans and measurable objectives...you've done a great job which demonstrates your high score. Think about the few areas where you answered slightly lower and those gaps to maintain your market-leading position in this area.

The industry average is 75%.



66%

Business Performance

In this category, we are able to objectively benchmark your business performance against your peers. Looking at your data and a slightly ahead of your peers. There are a few gaps but generally well done.

The industry average is 44%.



65%

Technology & Data

From our experience Technology is one of the most critical elements of a recruitment business. It's also an area for improved productivity and efficiency. Below the industry average suggesting there is a little work to do to the baseline. If your CRM is fully integrated and you are using it to generate leads at a proficient level your business will scale in a sustainable way.

The average industry score is 42%.



48%

Customers

Love them or hate them, without them we wouldn't have a business. This can be an area where we train our people the least and do the worst. However, with the market changing getting this right will be crucial in 2023. You have scored slightly behind your peers which suggests you are doing some things well but others need attention. You may need to review your customer processes and ensure you are spending sufficient time on what they need tomorrow as well as today. We also suggest customer retention as a key business metric.

The average industry score is 46%.



52%

Marketing

Finally, the area where recruitment owners and leaders struggle. Today, backed by data and digital platforms that allow you to target and amplify your reach while making your recruitment more efficient and productive, your marketing is pivotal. However, to be an area where you are slightly off the industry norm and action is required.

The industry average score is 29%.

The Power Hive business health check in association with NorthStar People



Want to know how every answer compares to the industry average?

We offer every respondent a free 45 minute deep dive into the specific questions with a detailed comparison of where you are smashing it and where you may have some gaps.

Call Paul (07789 924581) or Miles (07867 316626) to schedule a call or email us at info@northstarpeople.co.uk

Benefits to Members – Your optional review

FREE & Confidential:

- Virtual 1:1 review of your detailed Q&A
- Benchmarking against industry
- Areas For Improvement recommendations
- Opportunities To Explore suggestions



The early beta test results

Score Performance

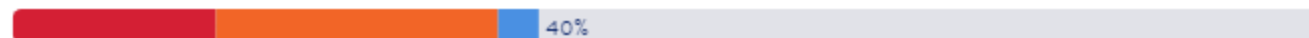
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CATEGORY

AVERAGE SCORES

Overall Score



Strategy



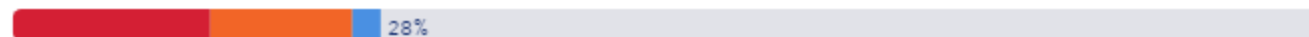
Sales



People



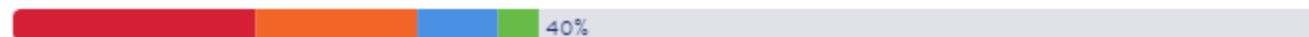
Business Performance



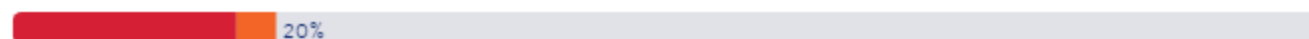
Technology & Data



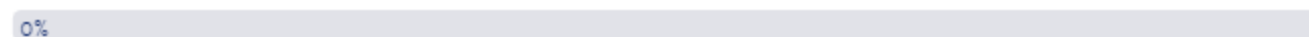
Customers



Marketing



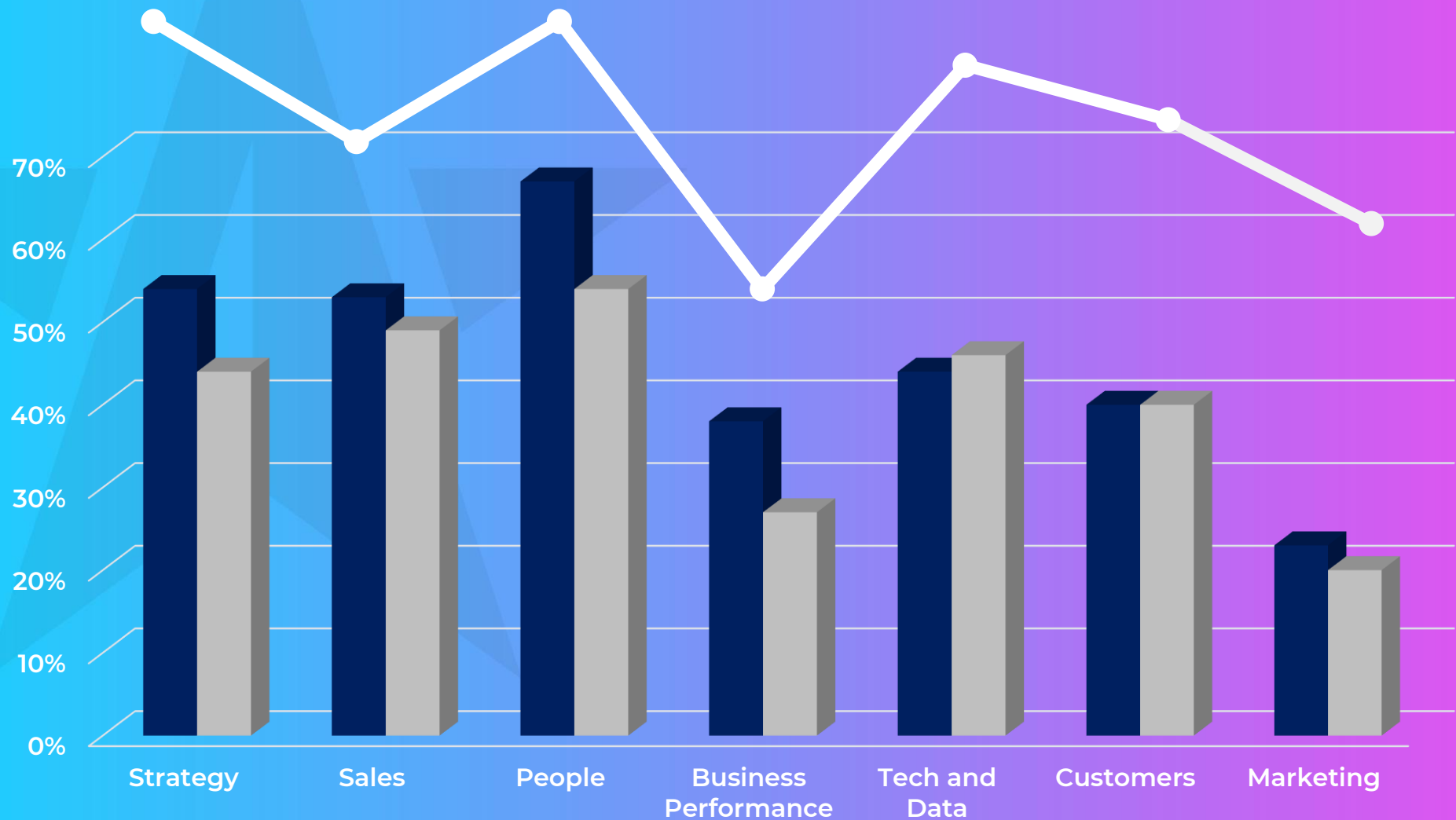
Last question



The beta test results T12 vs 75 vs best



How would your recruitment agency compares?



TEAM Recruitment Business Health-check

Next Steps

- Launch Phase 1 personas
- Provide review sessions 1:1 as requested for P1
- Develop Phase 2 personas
- Gain Critical Mass of both personas in P1
- Launch P2
- Provide review sessions 1:1 as requested for P2
- Start delivery of topical webinars & targeted supporting content in the 7 aspects for P1
- Gain Critical Mass of both personas in P2
- Start delivery of topical webinars & targeted supporting content in the 7 aspects for P2
- TEAM data reports, at a macro; persona, sector & region level
- Review, reflect & strengthen





NORTHSTAR

— PEOPLE —

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