

Gary Elden

— Co-Founder Hire Genius The logo for Hire Genius, featuring the word "HIRE" in white above the word "GENIUS" in white. The "E" in "GENIUS" is stylized with three horizontal bars in cyan, blue, and purple.

Chairman of Momenta group The logo for Momenta, featuring a stylized orange "M" inside a square frame with orange and grey segments.



The Market.

- **Size-** Doesn't always matter
- **The potential** - work out the problem you are solving
- **Where do you start** - candidate-driven/
Industry/client/location
- **Do your research**
- **Adapt**

A close-up, slightly blurred photograph of a woman with dark hair, smiling and wearing a professional headset with a microphone. She is holding the microphone with her hand. The image has a soft, greyish overlay, making it suitable for text placement.

SERVICES

- Perm, contract, consultancy, outsourcing, RPO, MSP
- Be clear on what you are
- Be clear on what you are not
- How do you stand out from the crowd?

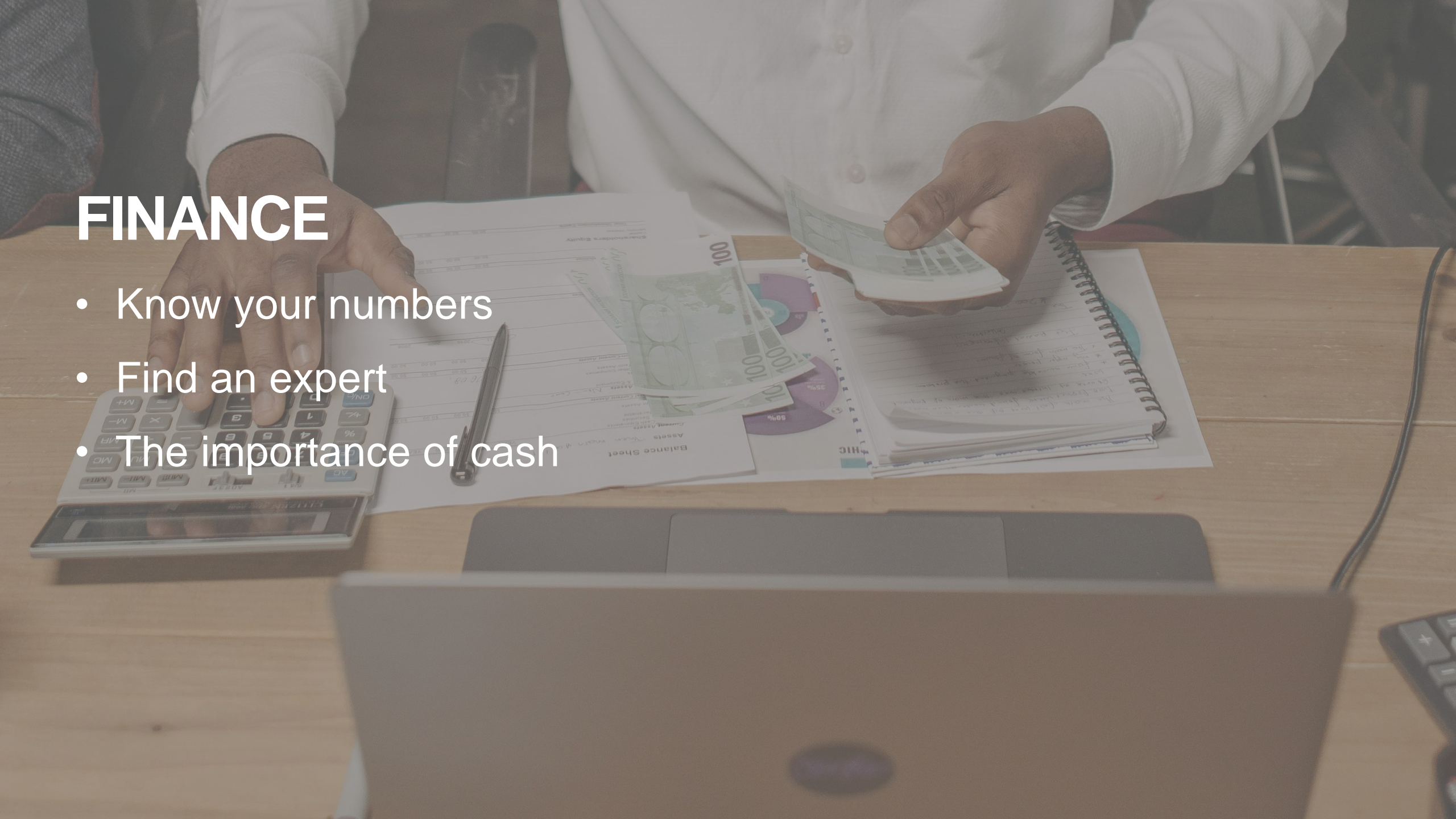
A photograph of four people standing in a line, seen from behind, with their arms raised in the air. They are silhouetted against a bright, hazy sky at sunset or sunrise. The person in the center-left is wearing a t-shirt that says "ANTI SOCIAL SOCIAL CLUB". The background shows a horizon line with some distant structures and hills.

People

- Talent acquisition
- Tribal
- Don't be greedy

FINANCE

- Know your numbers
- Find an expert
- The importance of cash





BRAND

- Marketing
- Social Media
- Value Add