



BREXIT WHAT NEXT FOR RECRUITMENT?

FUTURE PROOFING YOUR BUSINESS

**simplicity**
For faster smarter **growth**

SELLINGSUCCESS¹
TRANSFORMING PEOPLE'S LIVES

BREXIT - WHAT NEXT FOR RECRUITMENT



.... What is your next move

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



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BREXIT -

**What Next for
RECRUITMENT?**



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



GLOBAL CONDITIONS – SKILLS CRISIS



- **Acute shortages already exist**
 - Technology
 - Engineering
 - Healthcare
 - Finance
 - Construction
- **More than 1 billion jobs (1/3 of jobs worldwide), are likely to be transformed by Technology in the next decade.**

UK CONDITIONS – SKILLS CRISIS

CIPD Report 2019

67% of employers reported issues recruiting up from 51% in Spring 17

- Low-skill Applications down from 24% to 16% summer 2019
- Med skill apps down 19 to 10
- High skill apps down 8 to 5



NICHE CONDITIONS FOR SUCCESS

**Brexit will initially
reduce the availability of
EU Skilled Workers**

**Demand exceeds supply
Good levels of UK
supply**

**Wage and Rate
increases**

**Opportunity for Niche
Recruiters**



RECRUITMENT OPPORTUNITY

Rate rises where you have loyal pool of workers

Increase in demand for Temps/Contractors

Agency staff have good sourcing skills

Variable rates for supply

Exploit competitor's weak relationships

New Markets

- US, Australia, Middle East, Asia



RECRUITMENT THREAT



Worker shortage where you have a transient Labour

Recruiters have poor sourcing skills

Fixed supply rates

EU offices

Economic downturn

RECRUITMENT THREATS



Reduction in foreign workers

Reduction in demand for Permanent staff

Client and worker relationship disruptions

NO DEAL END OF 2020 BREXIT

Could lose 25% of
exports

Economic Impact

Temps Terminated

Perm Recruitment
Stop

Six months to recover
from shock

Credit terms issues



NO DEAL END OF 2020 BREXIT



UK Workers need permits to work in Europe

- Ireland
- Germany
- France

Huge disruption

OVERALL – THREATS & OPPORTUNITIES

THREATS

Worker shortage

Poor Recruiter skills

Fixed Rates of supply

Loss of Perm

Client relationships

OPPORTUNITIES

Rates rises

Demand increase

Staff need good sourcing skills

New markets

Strong relationships will thrive

Exploit competitor's weak relationships

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

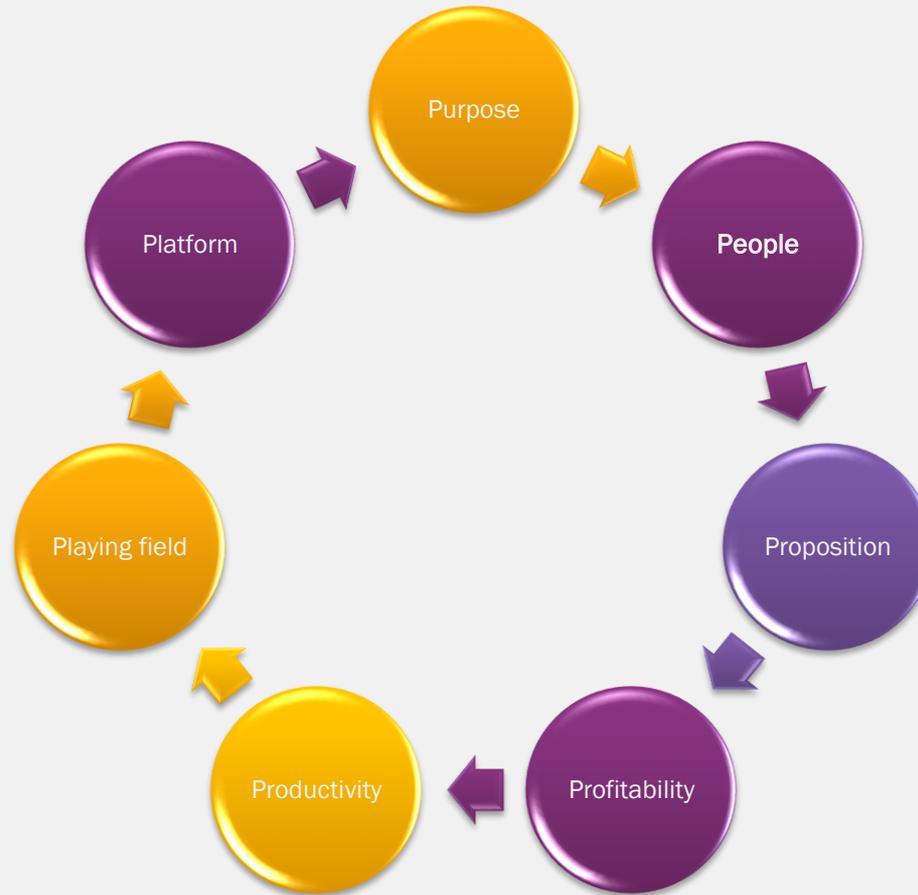
- Identify their business inhibitors to growth

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

