



## Lessons from this recession

A recession has a harsh way rapidly reshaping a business landscape, and recruitment's tectonic plates are shifting. We are heading towards a place where recruiters will have much greater demands placed upon them by both their clients and candidates. It will become commonplace for even the smallest businesses to build sophisticated direct hiring channels, whilst being far more aware of their employer branding online. Candidates will notice that their favorite social media sites are now pumping jobs directly from employers to their mailboxes. Is for recruiters then to make it very clear what their offering is to each group, and why they should remain entrenched in the value chain.

For me, it's all about being able to innovate, reinventing and adapting yourself and your business. When we set up the Institute of Recruiters (IOR) there was one founding principle, offering recruiters more routes to revenue streams through higher levels of training and support. When you are able to build multiple strands of revenues you stand a chance of surviving even the toughest of times. I was recently on a TV show with a recruiter who started his staffing firm in the recession, he now has 25 employees. The IOR itself started in the recession and is growing at a phenomenal rate. The 'Buzzwords' of this new economic era are 'growing market knowledge', 'finding new ways to do business', 'growing your market' 'adapting', 'certification' and 'social media'. This is not a language exclusive to the largest of companies, this is for all of us to get up to speed with in order to stay in the game.

It's not as bad as it sounds, I think recruiters face a huge period of growth once the current economic crises has stabilised, and it will in time. What recruiters need to do it start building their service offering now, make it wider, get better training and certification, get equipped to be a recruiter in the new age. If you do, you have a fantastic future with sustainable growth ahead of you.