



The Changing Face of Recruitment and New Models for “The Twenties”

13th April 2010





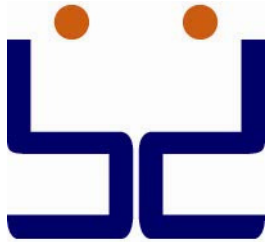
Discussion Points

- The Market
- Buyers
 - Changing needs of clients
 - Ways of hiring
- Sellers
 - Things to ponder
 - Structuring a CV
 - Meeting the right people
- Intermediaries
 - How we see the current market
 - Burden Dare proposition
 - New ways of recruiting
- Questions



Market Statements

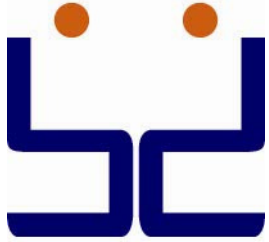
- Employee numbers up in services sector, but down in construction
 - CIPS/Markit
- Services sector stable, but manufacturing weakens
 - British Chamber of Commerce
- Unemployment up from 1.68m to 2.4m (12 months to Jun 2009)
 - Number of temps in work constant at 1.4m



Market Movement

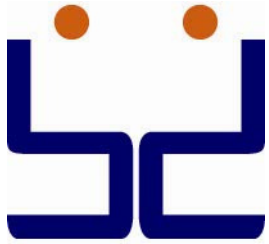
	2008	2009
Permanent	£4.2bn	£2.6bn (-38%)
Temporary	£22.7bn	£19.9bn (-12.3%)

- Unemployment is 7.8%
 - 1.59m claimed job seekers allowance
 - Errrrr pardon?
- Employment rate is 72%
 - 1 in 3.5 is public sector from 1 in 5 ten years ago

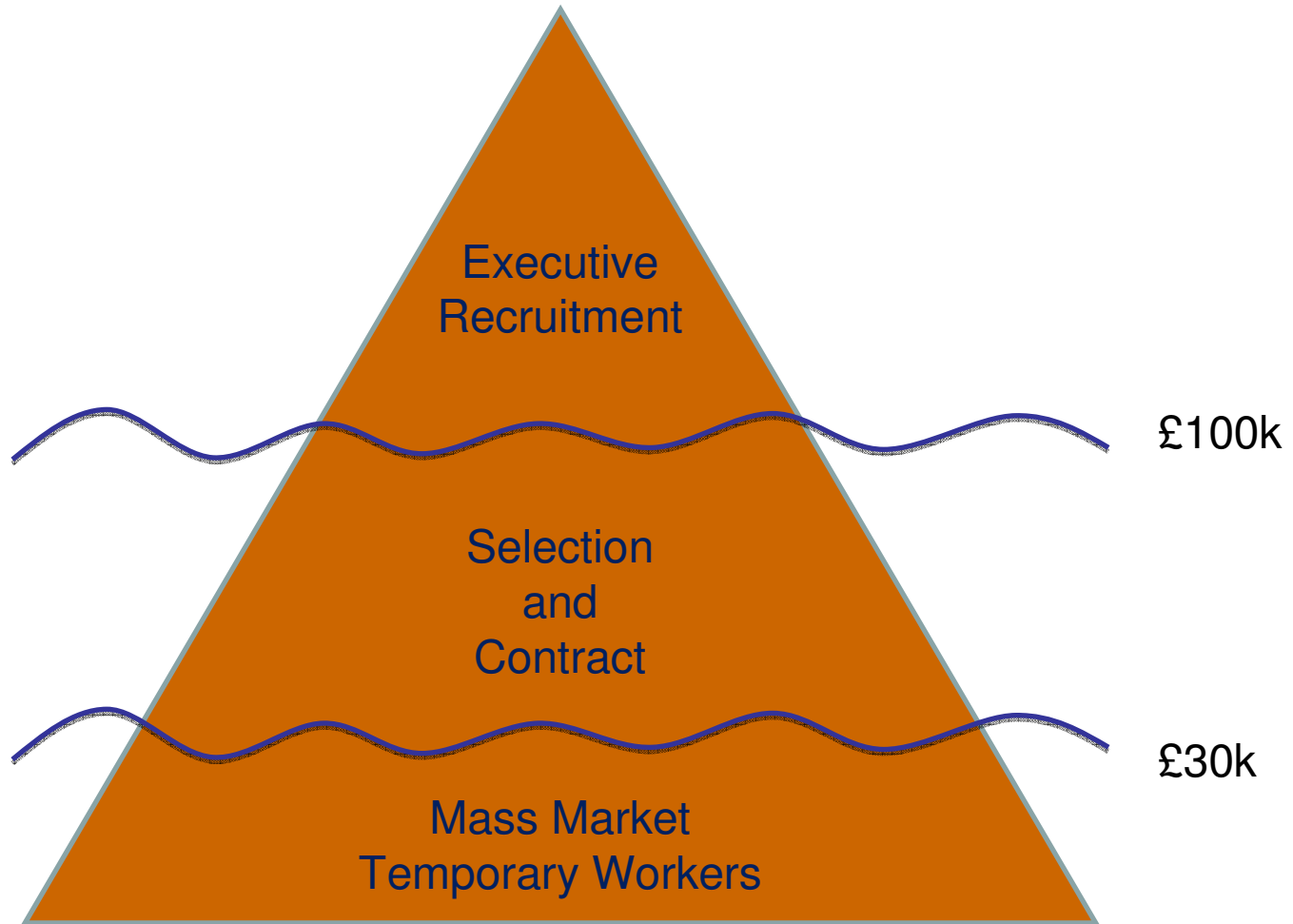


Runners and Riders

- 2000+ recruitment firms in the UK
- 200 Executive Search firms
- 260 Interim providers
- 1800 middle management recruitment firms



Overall Recruitment Market

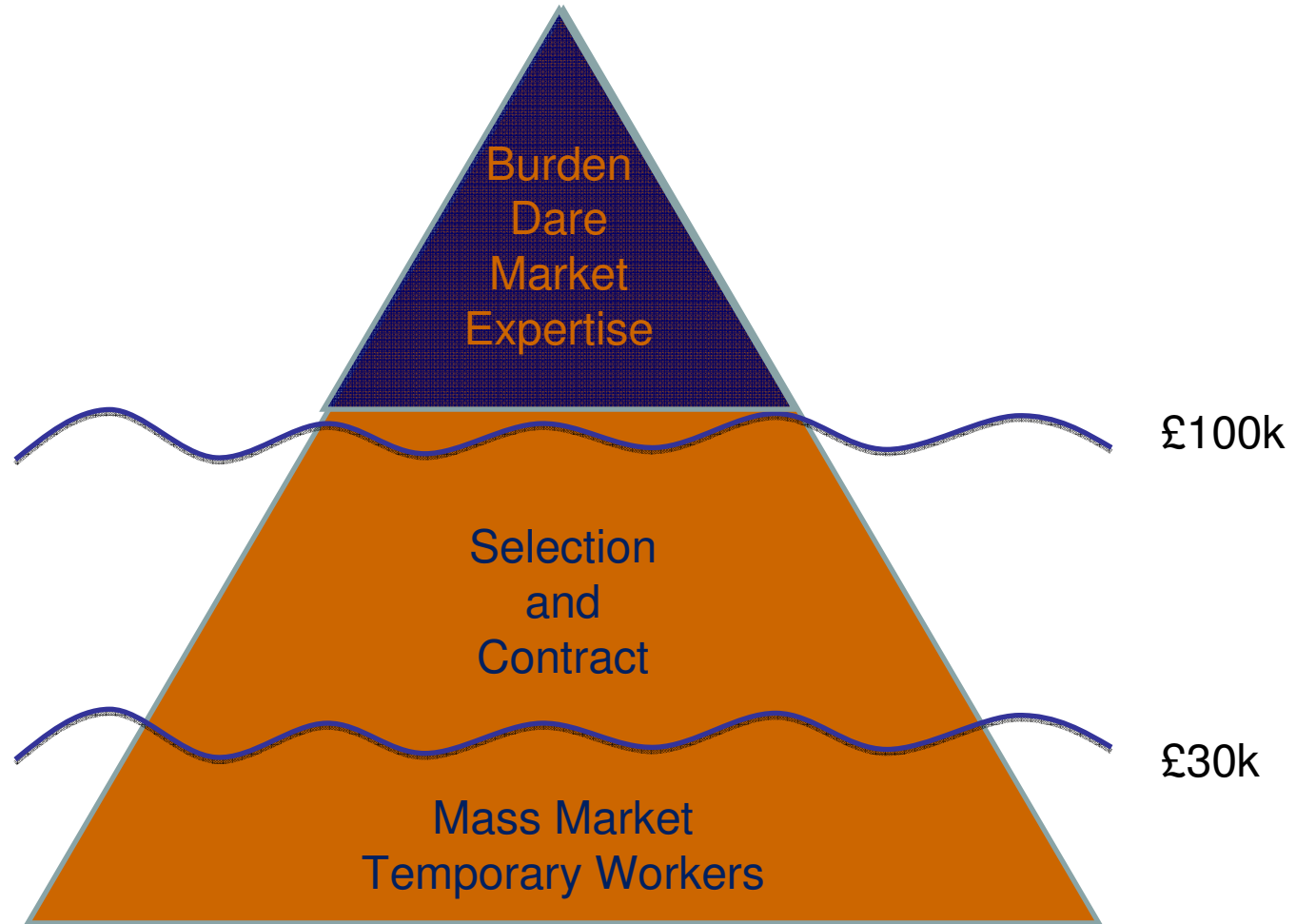


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Putting Experience To Work

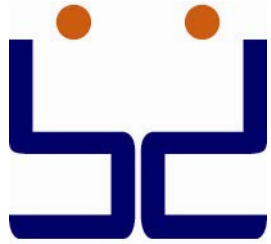


Burden Dare's Market



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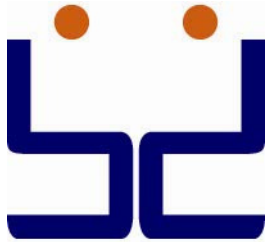
Putting Experience To Work



Buyers

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Changing Needs

- More and more, clients are defining the skills they need and the length of time they need them
 - and not whether they need permanent or interim or even a job
- Our clients seek and value trusted advice
 - how to create something,
 - how to sell something,
 - how to solve a problem.
- Our clients understand and appreciate value
 - But they can still get confused by price!
- We build relationships with clients around these needs.



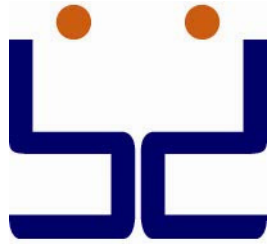
Ways of Hiring

- Direct approaches
 - Mates of mates out of work
 - Write-ins
- Intermediaries
- Internet
 - Linked-in
 - Job sites
 - Google
- BUT – do bear in mind
 - Google
 - Facebook
 - Twitter



What Are Clients Looking For?

- Value for money
- Exact matching experience
- Proven track record
- “How” as well as “what”
- Detailed candidate checking
 - CRB, credit referencing, qualifications, right to work, gaps on CV
 - Google, Facebook, Twitter.....
- Recent trend to variable cost – but no less ownership



Sellers

IR35

C o E A and
E B R 2003

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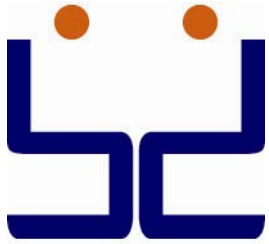
Things to Ponder

- DO –
 - Be focused
 - Understand your selling points
- What do you want to be when you grow up?
 - 10 years time, 20 years, retire.....
- What do you need to do to get there?
 - Permanent, Interim, Non-Execs, Voluntary
- Know your market
 - Research clients or job roles



Things to Ponder

- DON'T –
 - Flip flop
 - The first bus is not always the most direct or most appropriate
 - Don't apply for jobs that don't get you where you want to go
 - Be all things to all men
 - Flood the market



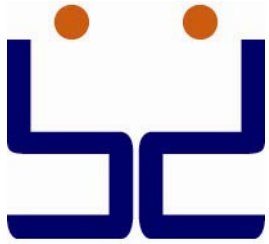
A CV is a Sales Document

- Principle Consultant or Principal Consultant
 - your, you're
- Tailor for each sales call
- Value proposition
 - What have you done, not what happened when you were there
 - What was the benefit
- Facts
 - Calibrate it. How much? How many? How well?
- So what?
- Says who?
- References
 - Good ones!



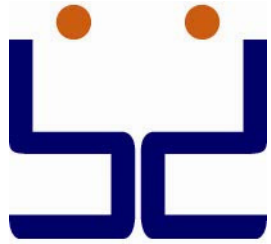
Getting in Front of a Head Hunter

- Join the queue
 - 200 Cvs per week
 - Finance, Sales, General Management
 - 20 phone calls a day
 - 3 referred candidates a day
- You have to tell me.... why should I see you?



Why You?

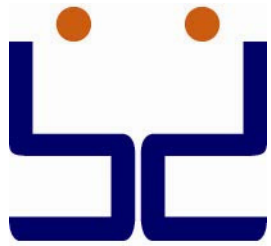
- Relevant to them and their business
 - Research, recommendation
- Like minded people to you.....common interests
 - Research
- Quality CV
- Best in breed
- Network
 - Who do you know who knows a head hunter?
- Three things you want me to remember



Intermediaries

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Putting Experience To Work



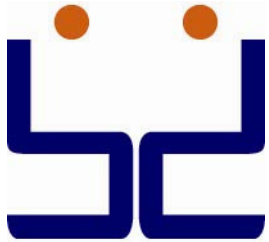
How We See the Current Market





Where are They Going?

- Commoditisation
- Disintermediation
- Taking mass market methods to the prestige end
- Ownership issue
 - Return on investment issues
 - Internal divisional conflicts
 - Cross-selling or cross selling?
 - Who gets the money when an interim goes perm?



Burden Dare as a Trusted Advisor

Relationships

Friends in Business

Become a Trusted Advisor
and Confidante

Personalising the Trust -
BD Opinion Accepted

Reinforcing
Competence on
an on-going basis



Effective Transactions
Gain Trust - Build Competence

New Relationship -
Demonstrate Competence

Transactions



New Concepts In Recruitment?

- Using our network to make money
 - VCs, IFAs, Connect Programmes.....
- Yes, we do provide “normal” recruitment services,
 - but we can also put them together in a different way to build a bespoke package to meet a client’s need for defined skills.
- We will fill skills gaps to best suit a client’s needs irrespective of whether they are permanent or interim.
- New fee structures
 - We don’t have internal conflicts
 - We don’t have PLC shareholders to satisfy this year



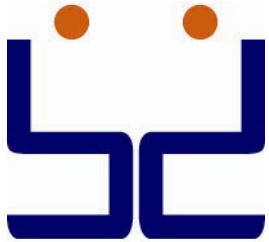
Match.com or eHarmony?

- Permanent
- Interim
- Pricing models
 - Fixed monthly fees, success of candidates in job, paper
- Equity
 - Management teams
 - VC network
- Debt
 - Banks' Corporate Divisions
 - Accountants
- Angel investment
 - Paper in lieu = increased working capital



Our Business

- A network of loyal clients through a number of business relationships
- We operate as “trusted advisors” to our clients
- 85% of our business is client referral or repeat
- 5500 executive interim candidates across all business disciplines
- A network of candidate referrals and introductions
- A network of blue chip consultants
- A network of trusted and experienced researchers
- We will say if we can't do it



5,500 Interim Candidates

500 Chief Executives and General Managers

320 CRM, Business Development and Marketing

150 Facilities & Real Estate

500 Finance Directors and Managers

170 Strategy, Performance Improvement, and Change

400 Banking

350 Manufacturing

400 IT Executives

350 Programme Directors

120 Operations Management

320 Ex-Big Brand Management Consultants

150 Supply Chain, Purchasing and Logistics

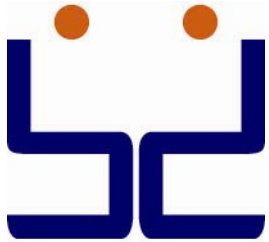
350 Retail and Consumer Markets

275 Engineering



Experience at Work

- 80% have operated at Board level or run a substantial business unit
- 25% have actively been involved in buying and merging or selling and divesting a business
- 40% have been Big 5 trained and so have the benefit of consultative experience and now focus on operational delivery
- 25% can conduct business in at least two languages
- 40% have set up a new business
- 35% have closed one down
- 35% have run or directed multimillion pound projects or programmes
- 55% have managed through a recession



About Gavan Burden

- Burden Dare founded by Gavan Burden in August 2007
 - Banker, Technologist, Management Consultant
 - Lloyds Bank, Digital Equipment, Ernst & Young, NCR
 - Recruitment
 - IMIT
 - Alexander Hughes Interim Management
 - founded in April 2001 and sold in August 2007
 - Made over 500 successful placements
- Built on a set of beliefs around excellence of customer service and a very strong network of candidates
 - But it's what you DO with those candidates and HOW you do it that counts
- Dare was my mother's maiden name



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