

# Smart Start

## RECRUITMENT



QUARTER 3

### RECRUITMENT NEWS 2010

Well, who'd have thought when I was writing the last Newsletter that the result of the General Election would provide us with a Cameron/Clegg alliance! They seem to be working well together, even though they've had to make some hard financial decisions. From a recruitment viewpoint, we've found a good level of buoyancy within both temporary and permanent markets; in fact, we currently have our highest level of temporary staff placed with clients. Let's hope the effects of the recently announced budget don't negatively impact the employment situation.

Last week saw us exit the football World Cup tournament and at the time of writing we hang our hopes (yet again) on Andy Murray progressing to the later stages of Wimbledon. The sunny, hot days are perfect for tennis – less so for expectant mums and our own Katie Smart is feeling the heat with only five weeks to go to her due date.

It looks like we might be getting a good summer in 2010, to make up for last year's poor excuse. Make sure you make the most of it!

With very best wishes,  
Sandra Smart, Director



Sandra Smart

### Best Newcomer Agency UK Awards' Evening

We had a wonderful time at the Awards Ceremony held at the Grosvenor House Hotel, Park Lane, London in April. It was a glittering occasion with about two thousand guests! The hotel served exquisite food and we danced the night away. We are proud to have been recognised within the recruitment industry and hope to be present again next year. We think you'll get a flavour of the event from the picture of us done up to the nines!



### Val Griffiths

Val has now been working for us at Smart Start for over a year and we're delighted with her contribution to the success of the company. She always has a 'can do' attitude and is loyal and hardworking. According to Sandra Smart, the "best thing I ever did" was to take Val on as a permanent member of staff. Val, herself, is also very happy to work for Sandra and says "I have found it to be a very fulfilling and rewarding job and am looking forward to many more years at Smart Start Recruitment".



## Congratulations to our three worthy Temp of the Month winners



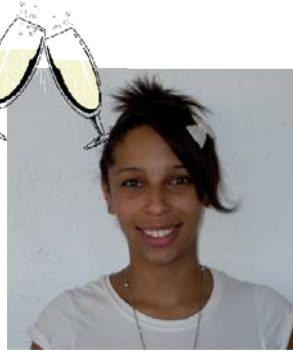
Although the REC didn't run a Temporary Workers' Week this year, we're proud of the fact that we regularly recognise those temps who go the extra mile for our clients.



Shawn Lonsdale  
Temp of the Month  
April 2010



Sandra Mountford  
Temp of the Month  
May 2010



Sian Powell  
Temp of the Month  
June 2010



## The Rise of the Video CV

A well written CV is just the thing to separate a prospective job candidate from the rest of the pack and we at SSR would like to think that our services in this area do our customers justice. One development in this area that we're watching with interest concerns the increasing popularity of video CVs. These have been mandatory in journalism and arts related industries for some time, but the concept is new to the recruitment industry as a whole. Some experts agree that the trend is likely to pick up steam, especially among younger, tech-savvy job seekers. Needless to say we're off to YouTube to brush up on our video editing skills!

Whether submitting a video or more traditional form of CV we **don't** recommend any of our candidates resort to the following over-the-top stunts or gimmicks a recent study uncovered:

- Attaching a tea bag with the message 'have a cup of tea while you read this'
- Stapling half a fifty pound note saying the other half would be handed over at interview
- A photograph of the candidate with a gun with the caption 'make my day'

## Networking pays

Part of our success at Smart Start Recruitment is down to our membership of BNI, a networking group, which claims to be 'the world's largest referral organisation'. BNI members have a breakfast meeting once a week and gain enormous benefit from the relationships built. The picture shows Sandra Smart with Dr Ivan Misner, Chairman and Founder of BNI, at a recent Members' Day held in London, an event which was truly inspiring. Worldwide, BNI has some extremely impressive credentials:

- Number of Chapters (Groups): **>5,400**
- Number of Members: **c120,000**
- Number of Referrals: **>3.3 million**
- Total value of Referrals: **\$2.4 billion**



However good your company is, without high visibility and good contacts, you're likely to be underachieving as a business. If you're interested in knowing more about BNI, ring Sandra who will be happy to share her positive experiences of being an active member.

**Gillingham & Shaftesbury Show - Wednesday, 18 August 2010**

Do come and visit us at the show again this year. We'd love to see you and can offer you friendly, welcoming faces, a chance to rest your weary feet and an opportunity to have a glass of Pimms!



If, at any time, you wish to give feedback or comment on this Newsletter, please send it to: [sandra@smartstartrecruitment.co.uk](mailto:sandra@smartstartrecruitment.co.uk)

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