

#BullhornEngage

ENGAGE

More Than a Warm Body

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**THE RECRUITMENT
NETWORK™**

Commitment



Involvement

Low Performers

15%

The Machine

70%

High Performers

15%

Disengagement

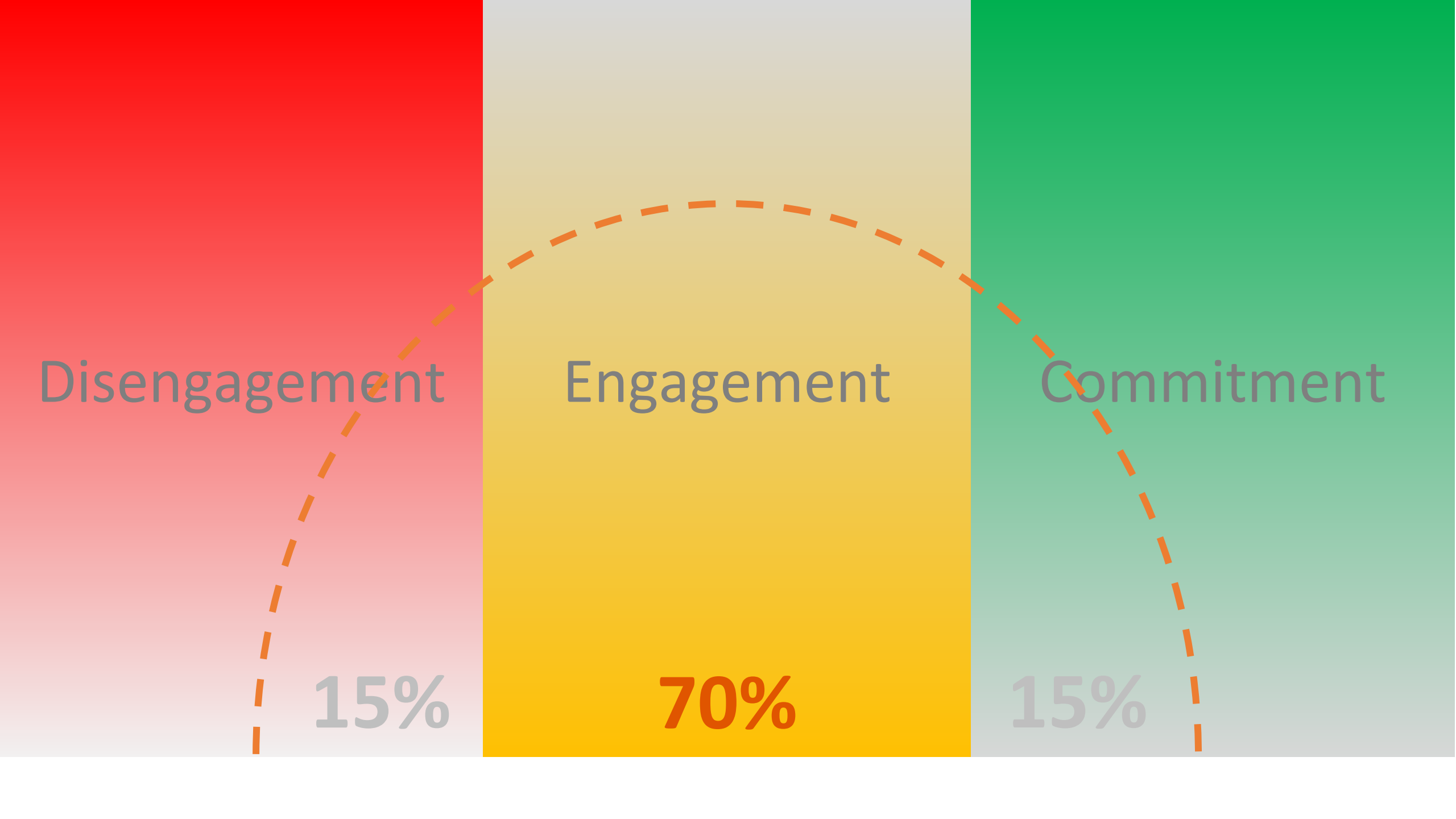
15%

Engagement

70%

Commitment

15%



Supply and Demand

The UK resignation rate has increased steadily since 2012, when it stood at 10.6% now reaching a five-year high at 15.5%

Desirable Alternatives

Entrepreneurialism

818 new recruitment companies started up each month, on average, in 2017 – your consultants leaving to go and do their own thing.

Limited Barrier to Entry



If you were to rate some of your staff against how engaged they are currently (using the scale above), what marks would you give them and why?

Q

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Why is engagement more important now than it has ever been?

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the most engaged employees are...

18%

... more productive

source: Gallup

engaged organisations experienced...

+12%*

... customer advocacy

source: Kenexa

disengaged employees take...

2.2x

...more sick days

source: CIPD

the most engaged organisations recorded...

2x

... profitability

source: Kenexa

The Talent Agenda (aligned to your business plan)



**Don't become a training
ground for other
recruitment organisations!**

What does engagement look like
across the recruitment sector?

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Employee engagement



Innovation Index

Considerable declines in innovation place the UK index second lowest globally. There is a belief that organisations are not learning from mistakes or recognising failure as part of innovation.



Wellbeing Index

The UK is ahead of Continental Europe but behind the US, Australia, India and China. Less than half believe that their organisation cares about health and wellbeing or is good at promoting and communicating it.



Diversity Index

The UK is in line with the global index. Employees generally feel their individual differences are respected, but fewer feel treated with fairness and respect.

| | |
|-------------|----|
| India | 74 |
| China | 66 |
| Russia | 65 |
| Australia | 65 |
| Switzerland | 64 |
| USA | 64 |
| Austria | 62 |
| Brazil | 62 |
| Canada | 61 |
| Netherlands | 60 |
| Turkey | 60 |
| Global | 59 |
| Italy | 59 |
| Germany | 58 |
| Sweden | 57 |
| Singapore | 56 |
| France | 55 |
| Spain | 53 |
| UK | 49 |
| Hong Kong | 48 |
| Japan | 42 |

56% enjoy their work tasks
down 7 points

49% feel valued
- down 7 points

<40% hold positive perceptions of senior management
- significant declines

6 in 10 employees believe their organisation is committed to customer satisfactions (down 10 points),
1 in 5 would NOT recommend their organisations' products and services



36% believe organisational change is managed well, significantly down on last year

55%

know what career opportunities are available to them and

34%

think opportunities are based on merit

4 in 10 employees feel their manager motivates and inspires them and less than half feel they receive regular and constructive feedback

Relationships with colleagues are in decline.
1/3 - don't feel staff-management relationships are positive



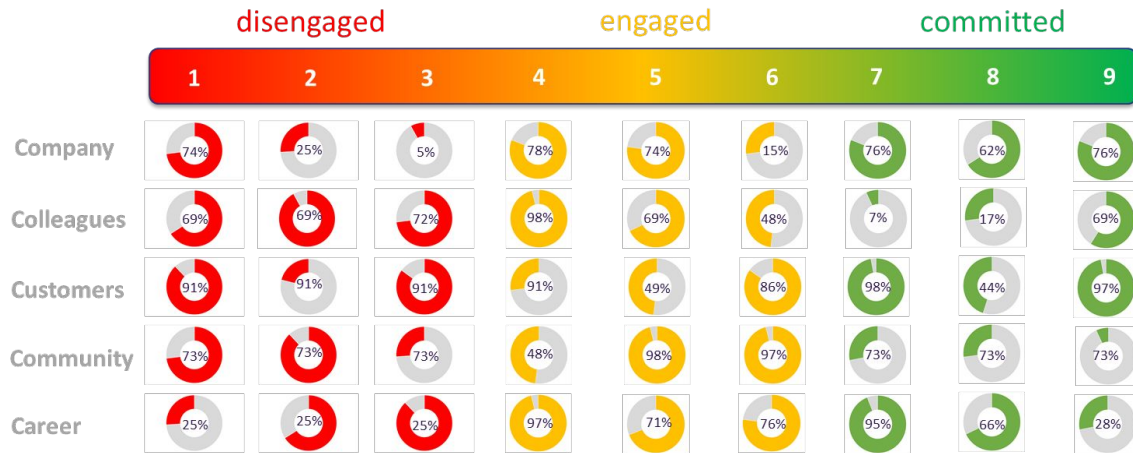
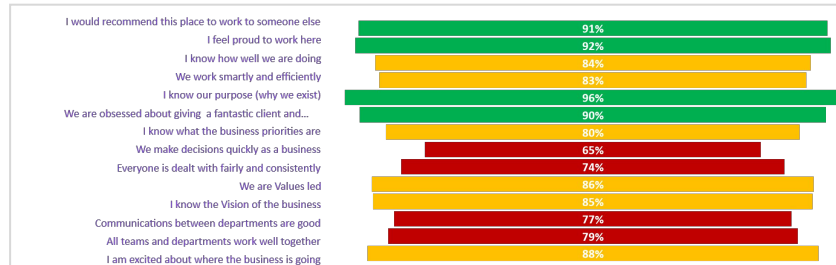


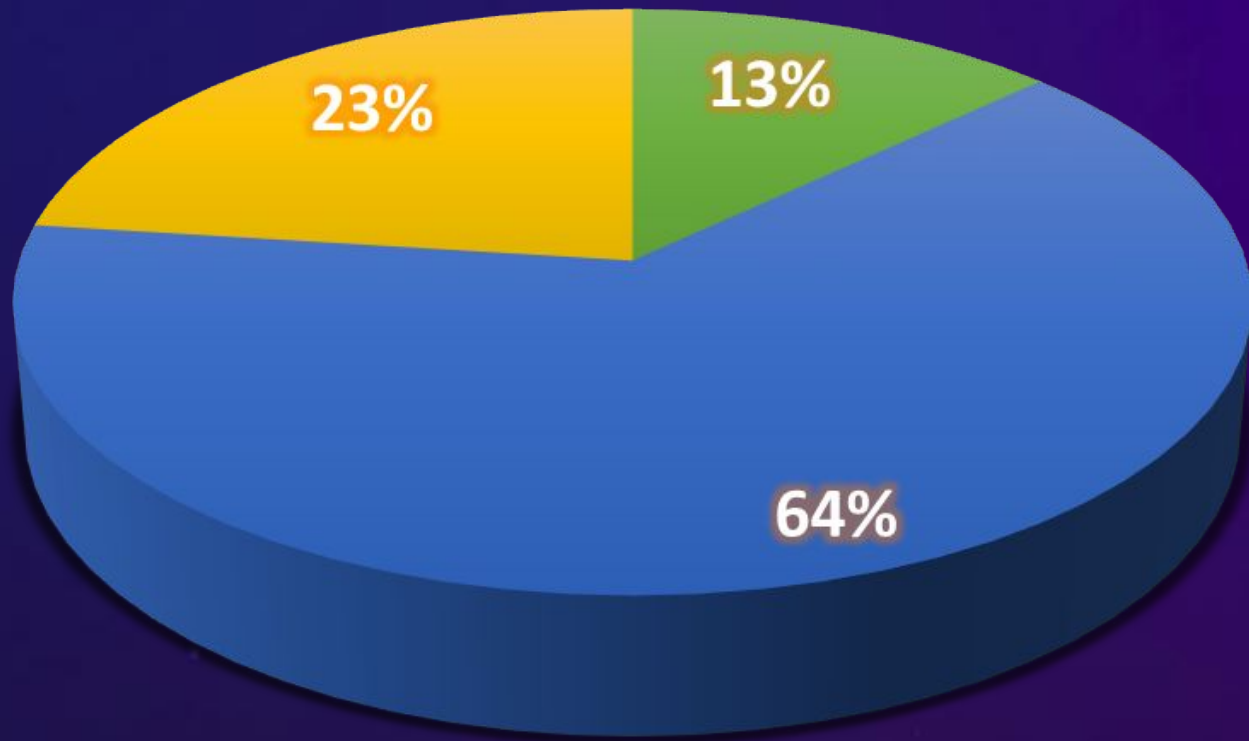
Company: Jefferson IT Recruitment

Team: Germany IT Contract

Date Range: Q2 2018 to Q4 2018

Data Points: 64





■ Disengaged

■ Engaged to some extent

■ Committed

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A person is seen from behind, walking away on a gravel path. They are carrying a large black suitcase. The scene is set at sunset or sunrise, with a colorful sky of oranges, pinks, and blues. The person is framed by two vertical wooden posts, suggesting they are walking through a doorway or a narrow passage. The overall mood is contemplative and forward-looking.

In general, recruiters are *not* disengaged.

Many of them, however, are just not engaged enough.

So, what can we do to create *real*
engagement amongst your workforce?

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So far this year, what has been the one thing above everything else that has created the most engagement amongst your staff?

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Disengagers

these things will *not* motivate your people

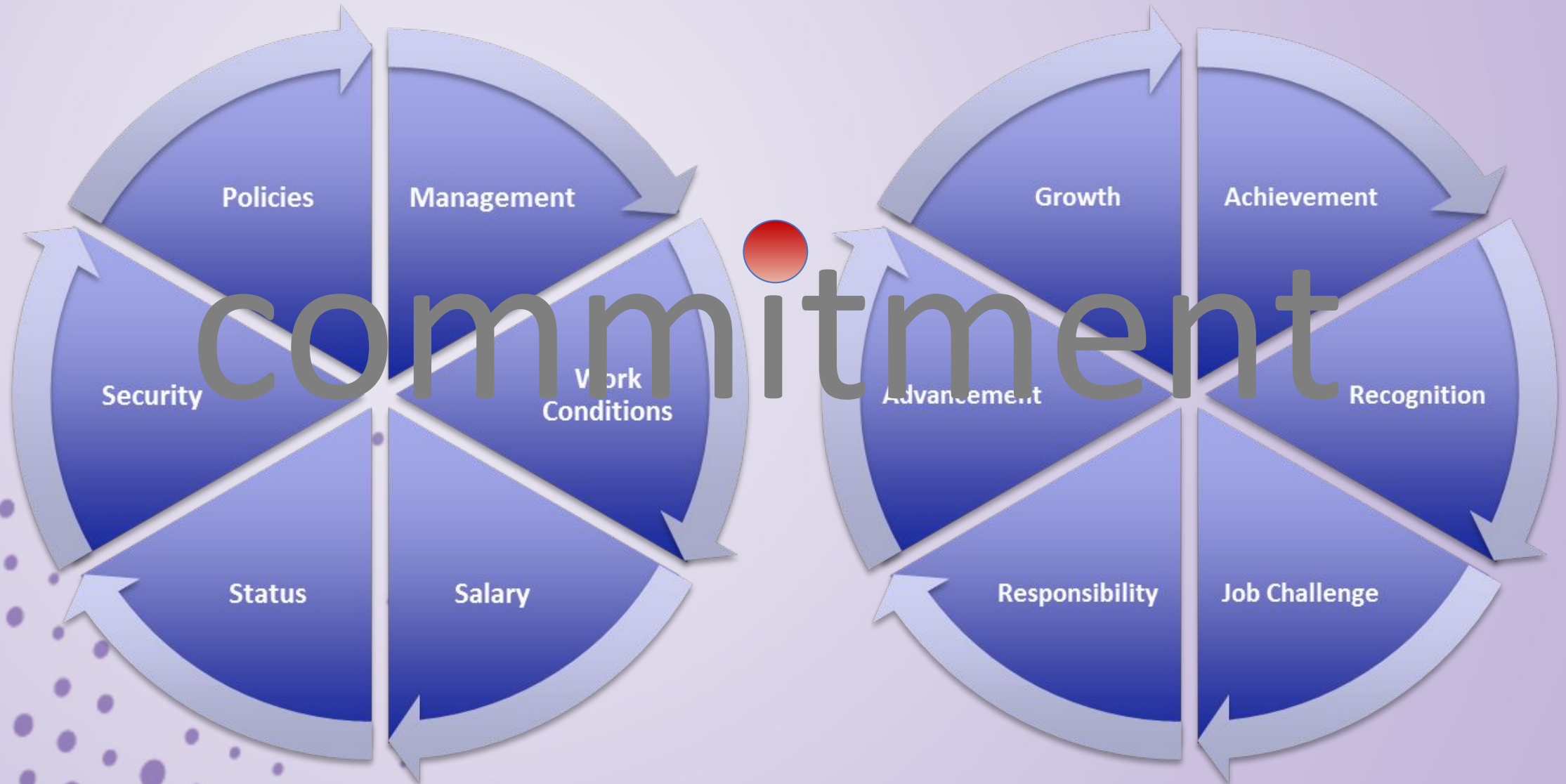


Engagers

these things will motivate your people but only to a certain extent

Disengagers

Engagers



Disengagement

15%

Engagement

70%

company

colleagues

customers

community

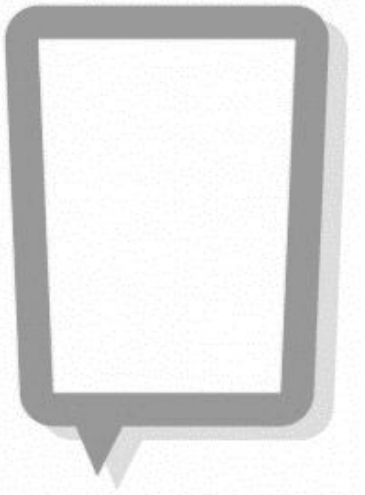
career

15%

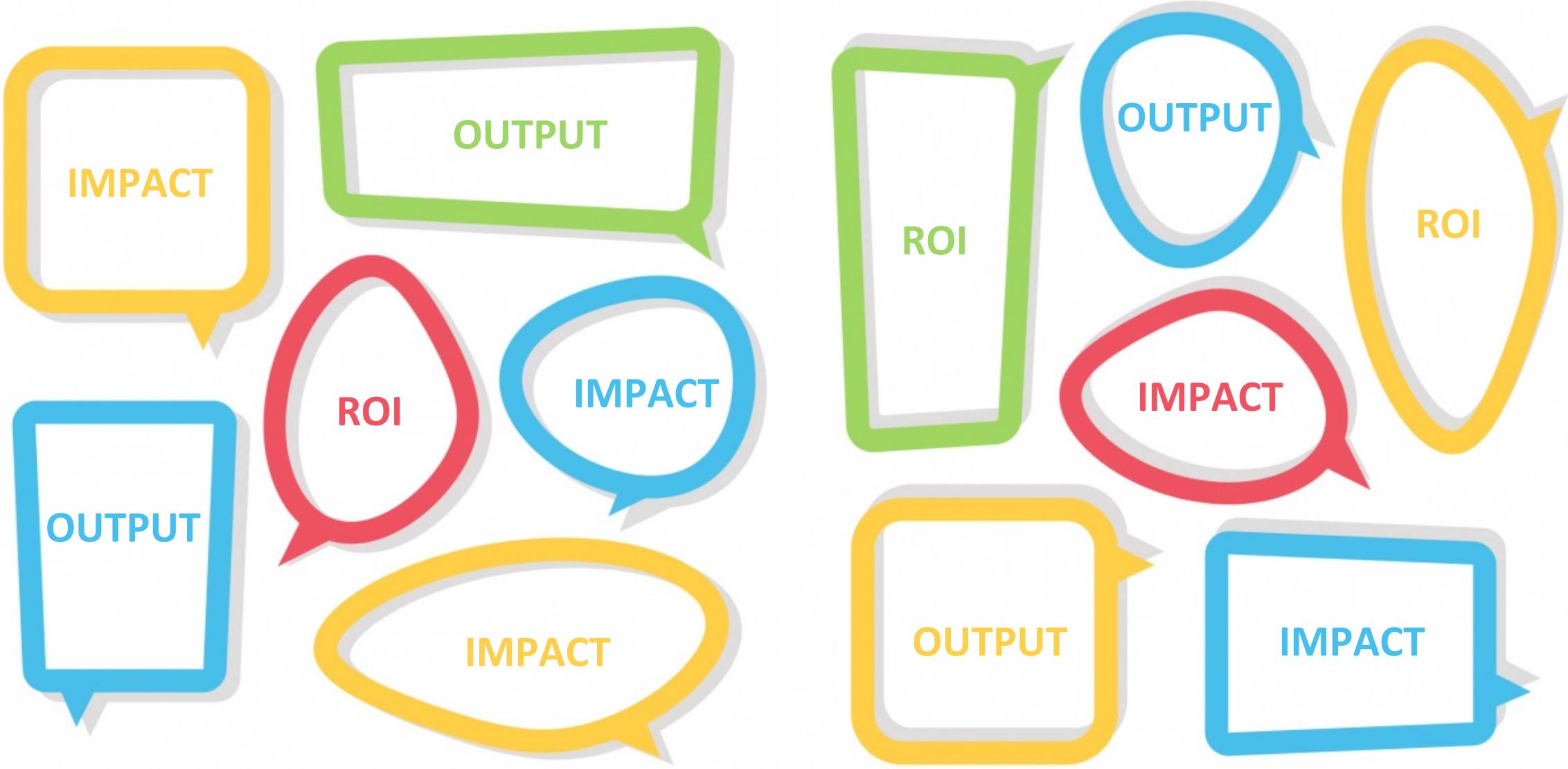
Commitment

sometimes we lose sight as an industry as
to just how much of an indelible impact we
actually make

Activity based job descriptions



Outcome based job descriptions





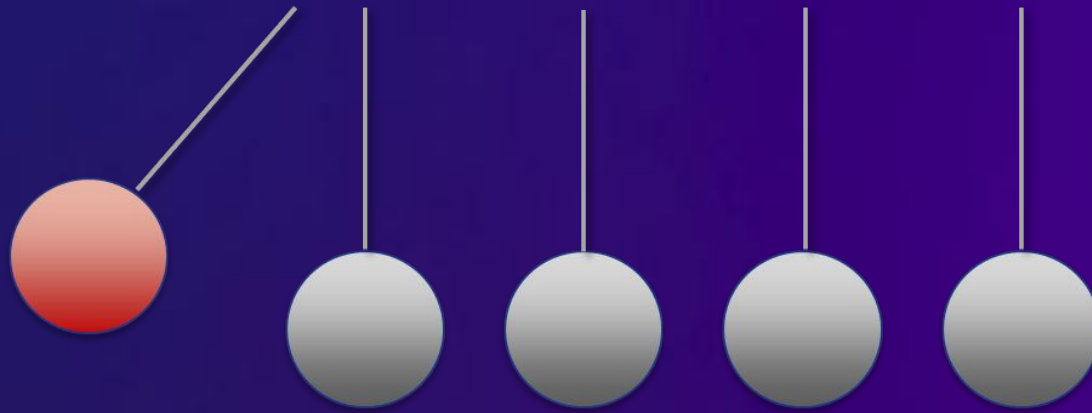
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questions to think about

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company

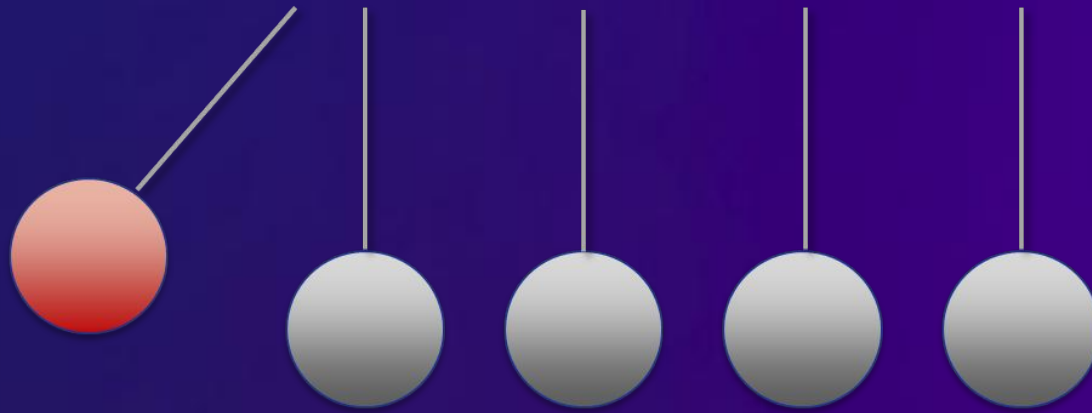


Does your company **purpose motive** create real commitment from your workforce or does it just feel right in the boardroom to the shareholders?

“It’s sort of like a blind man, in a dark room, looking for a black cat... that isn’t there.”

Rowan Atkinson, Actor / Comedian

colleagues

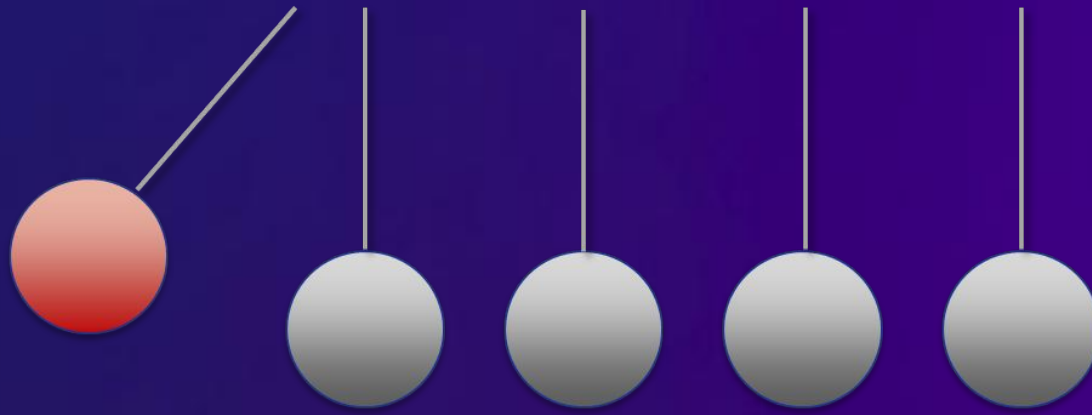


Do you have a clearly defined set of
teamship rules that aligns people's
behaviours with your expected
minimum standards (not KPIs)?

“All Blacks players are temporary custodians of the shirt and are compelled to leave the jersey in a better state than they got it.”

James Kerr, author of Legend

customers

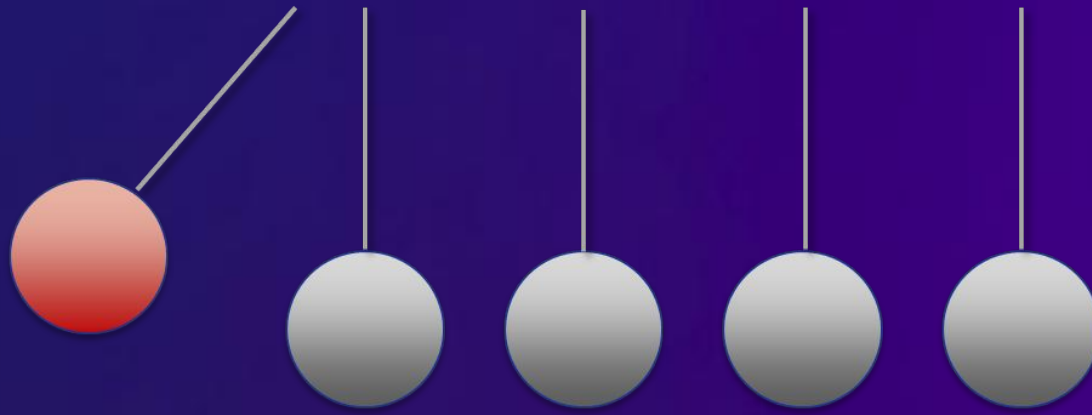


Do you sell products and services for a cost, or are you in the business of exchanging margin for measurable outcomes?

“Most businesses are not worried about lifetime value and retention. They're worried about short-term goals.”

Gary Vaynerchuk, entrepreneur

community

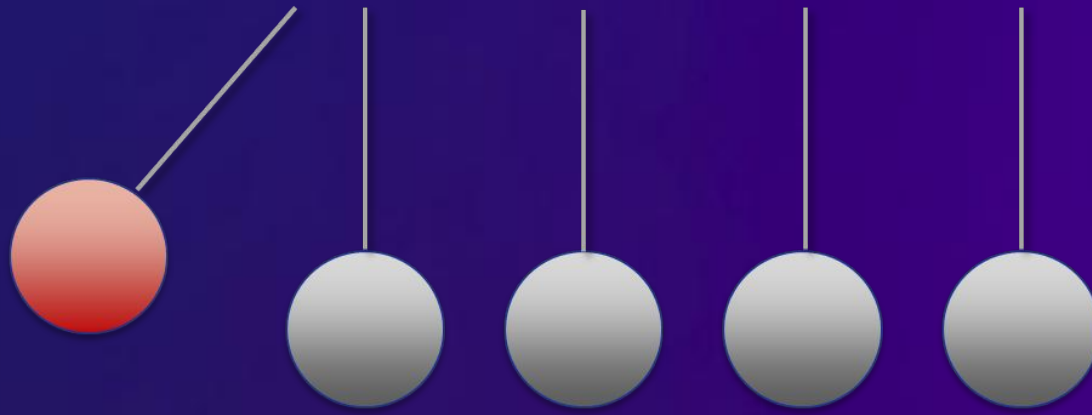


Does what you do have a measurable and very positive impact on the wider communities you serve?

*“People don’t buy what you do, they buy **why** you do it. And what you do simply proves what you believe.”*

Simon Sinek

career



To what extent are you really
empowering your people to be the
best that they can be?

*“Knowing others is intelligence.
Knowing yourself is true wisdom.
Mastering others is strength.
Mastering yourself is true power.”*

Lao Tzu, Chinese philosopher

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