



Paul Cushing, Managing Director

| A perfect partnership

RPCushing has become part of pfj, one of the country's leading recruitment firms. pfj took a majority interest in RPCushing earlier this month.

RPCushing's Managing Director Paul Cushing, who founded the company ten years ago, will remain at the helm of the business. RPCushing join pfj at their new home in Central London at the pfj headquarters on Clipstone Street. Continuing to cover Market Research, Analysis and Information, Marketing and Communications, Field, DP & Operations and Executive Search, RPCushing is one of the sector's largest recruitment specialists worldwide and continues to have a strong presence in the UK industry.

pfj's Chairman Paul Farrer notes the resilience of the research sector in recession and believes the buy complements his firm's existing specialisms:

"RPCushing is a highly respected and leading brand within the market research and analysis and information sectors and is a natural fit for pfj. Even in these harder economic conditions we are excited and confident about the future for specialist recruitment brands."

Cushing himself comments: "This investment by pfj demonstrates the strength of our service and gives us a bigger platform to develop and grow our services on a global basis."

| New location

Our new Central London location is shown on the map below.



| Executive Search update

Our Executive Search practice has seen continued growth. The response from our existing and new clients has been positive and they have embraced the offering, with searches in the last couple of months across both Research and Agency clients plus blue chip FMCG and Retail clients.

The transparent way in which we work with clients, our rigour and energy are certainly contributing to our success, leading to stronger client relationships.

Although no negative signs of the recession are touching this part of our business, it is obvious that our clients, more than ever, are looking for the best of the best when it comes to candidates.

Clients are also being more stringent in their interviewing and referencing of potential employees.

All positive news for the Search Team!



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| How to secure the right candidates

If you still believe that the balance of power in a job interview is tipped solely in favour of the interviewer, may we suggest you reconsider!

In today's market, the number of candidates attracting multiple job offers is on the increase, the choice, ultimately is the candidate's.

Of course, they can select and only want the right position and the one that meets their short, mid and long-term aspirations.

Your interview process is key to ensuring that the right candidate says 'YES' to your company and your job offer (rather than your competitor's).

First impressions count. A confident and well prepared interview at each stage, which is informative, well timed and positive, will ensure the candidate knows all they need to know about your company, its culture and the opportunity on offer.

| Top tips

To ensure you have the best opportunity of attracting and securing the best talent, follow these top tips:

Sell yourself!

Long gone are the days when candidates have to feel 'grateful and privileged' that you are willing to see them. Like you, today's career minded individual is more than willing to impress you with their achievements and skills – after all they did apply for your job!

It's especially important in this current market that you sell yourself. First impressions and a structured interview from the onset are essential to ensuring they choose you and not the competition!

Having an online presence showcasing your company and not just the job opportunity is crucial. Candidates form an impression of you at this early stage. Ensure it is effective, user friendly and truly reflects your organisation.

Effective planning

Make a plan in advance. How many interview stages will there be? (two at junior-mid level is the norm). Who will be involved at each stage? Share your interview notes with the second round interviewers. A candidate will not be impressed to be asked the same question twice! Keep it tight! Ensure that the second interview follows quickly after the first.

Consider the following

Are you offering a competitive and attractive salary package in line not only with their skills but equally 'meeting the market'?

Candidates are not only attracted to the salary, they also look for career progression, training and development, flexible hours, good benefits as well as company culture and working environment.

These all form the basis of their final decision making process...

Securing the right candidate is a team effort. Your recruitment consultant is dedicated to ensuring your success, it's synonymous!

Success means investment. It's important that your new employee feels valued and in return will show and demonstrate total commitment. Ensure that you invest time and resources for a maximum return.

The company that reacts to current conditions – Wins!